

92.7 BIG FM AND GILLETTE PARTNER ONCE AGAIN – THIS TIME FOR THE 'GILLETTE VECTOR 3 BIG DISHA'

INTERVIEW SKILLS WORKSHOP AIMED AT GROOMING AND TRAINING YOUTH THROUGH THEIR FIRST STEPS IN THE PROFESSIONAL WORLD

PROPERTY GOES ON GROUND ACROSS THE MARKETS OF HYDERABAD, BARODA AND AHMEDABAD ON DECEMBER 8, 2014

Mumbai, December 3, 2014...Backed by the success of the BIG Disha's earlier seasons, India's No. 1 Radio Network 92.7 BIG FM and Gillette India partner once again to launch – '**Gillette Vector 3 BIG Disha**'. With the aim of grooming and training youth through their first steps in the professional world, the initiative kicks off on December 8th, and will go across the markets of Hyderabad, Baroda and Ahmedabad, one week per city, reaching out to youth, largely in the age group of 20-25 years.

With 92.7 BIG FM's endeavor to positively touch the lives of audiences through its on air content and off air initiatives like BIG Disha, and Gillette India's intent to reach out to relevant youth in the selected markets, both brands synergize excellently with this property. Aimed at guiding the youth through their first steps as a professional, the property will see each city host experts who will train students on key skills like resume building, time management, communication skills, grooming and etiquette, and the effective use of the internet. Through alliances across B schools and professional institutions in each of the cities, Gillette Vector 3 BIG Disha ensures maximum reach to the youth. The entire on ground initiative will be amplified heavily through the radio platform on 92.7 BIG FM.

Gillette Vector-3 is Gillette's new 3-bladed systems razors launched in November-2013, primarily targeted to young males who desire the benefit of 3-bladed shaving razor at a lower price. In-line with other products from the Gillette family, Gillette Vector-3 doesn't give any nicks and cuts and gives a close and comfortable shave even for a first-time shaver.

The timing couldn't be more perfect with the last semesters in progress and hence greater need for a training program. 92.7 BIG FM and Gillette will be guiding these students to take that first step in their career which is Interview in a much more confident manner.

Speaking of the campaign, **Vineet Mittal, Business Head, BIG Rural** said, "*After the success of the last campaigns, we are pleased to announce the inception of yet another campaign under the BIG Disha umbrella – The Gillette Vector 3 BIG Disha. The response this far has been extremely encouraging and has worked well both for the consumers as well as our partners Gillette India. We look forward to continuing to develop newer solutions for Clients which help deliver brand objectives, while positively impacting the lives of our listeners.*"

Rajeev Sathyesh, Country Marketing Manager, Gillette India, says, "Gillette's brand purpose is to help men make a difference in their world. A clean-shaven well-groomed look goes a long way in building an individual's self-esteem and confidence. Looking well-groomed and presentable also sets one apart from other individuals and helps create a good first impression in most of the important occasions in life. To address the grooming needs of young individuals and to make them aware of potential career opportunities, we have partnered with RNBL to take this successful initiative forward now with Gillette Vector-3."

BIG Disha is a marketing initiative from 92.7 BIG FM. The initiative is a youth-based education programme . The Flame Awards by RMAI honored BIG Disha for the ‘Best On-Ground/Event Marketing Campaign of the Year’ and the ‘Best Initiative around Youth’. Big Disha won for its campaign designed to provide career counseling to small-town youth while preparing them for professional challenges that they might face. As a part of the campaign ‘Helping Men Look, Feel and Be at their Best’, Big Disha along with partner Gillette Guard tied up with multiple colleges and vocational outlets across Bihar, Madhya Pradesh, Uttar Pradesh, West Bengal and Gujarat. The initiative reached out to over 6 lakh youth across 325 towns through career and grooming workshops giving the youth the right kind of training and guidance towards choosing a career and shaping their personalities.

ABOUT RELIANCE BROADCAST NETWORK

Reliance Broadcast Network is a media and entertainment company with interests in radio, television and television production. The Company houses: 92.7 Big FM - India's No.1 FM Network with 45 stations, reaching over 4 crore Indians each week; Big Magic – which has built strong brand equity as a Comedy Channel and is positioned as the one stop destination for humor, with higher affinity in the Hindi heartland; Big Magic Ganga – the No. 1 regional Channel of Bihar and Jharkhand; Big Magic International – a channel targeted at the Indian Diaspora in the US and Canada; BIG Thrill – the destination for action entertainment; and Big Productions – its television content production division. For more information log on to www.reliancebroadcast.com