



THIS CHILDREN'S DAY, 92.7 BIG FM SNEAKS A PEEK INTO THE RJ SIDE OF KIDS!

WITH THE SECOND SEASON OF DABUR HONITUS BIG JUNIOR RJ, INDIA'S LARGEST NETWORK HAS GEARED UP TO MAKE THIS A MEMORABLE ONE FOR KIDS ACROSS THE COUNTRY!

92.7 BIG FM BELIEVES EVERY CHILD HAS IT IN THEM TO BECOME AN RJ

Mumbai, November 12, 2014: With Children's Day right around the corner, 92.7 BIG FM and DaburHonitus are back with the second season of DaburHonitusBIG Junior RJ – the largest platform to identify kids with a talent for Radio Jockeying. The hunt for DaburHonitus BIG Junior RJ started from November 2nd and spans across 44 cities in the country. India's largest FM network along with celebrity judge and comic genius KikuSharda will select talented children between the age group of 6 – 14 years on the basis of parameters such as speech, spontaneity, wit and general awareness. The activity will not only encourage children, presenting them with a great opportunity to bring out their best, but also provide fresh and exciting content to listeners of BIG FM. This year, DaburHonitus BIG Junior RJ talent hunt has gone a step further by giving opportunity to less privileged children across the nation, to be a part of this initiative by tying up with local NGO's & institutes working in this field.

Children are extremely friendly, highly observant, spontaneous and have no inhibitions. While providing parents with the opportunity to get actively involved in their children's grooming and growth, 92.7 BIG FM also aims at honoring exceptionally talented kids across the nation through a fantastic new experience that allows them to display their skills and potential which are usually overlooked amidst their age group.

Participation to DaburHonitus BIG Junior RJ is open through SMS, call and microsite. Entries to the show can also be submitted through a IVR (Interactive Voice Response) number where kids can record their bytes. 92.7 BIG FM RJs are also visiting RWAs, schools and orphanages across each city to select children basis their talent and be a part of the biggest hunt for junior RJ.

On November 14th on the occasion of Children's Day, 92.7 BIG FM will conduct workshops in respective city studios with 20 selected kids to celebrate the day in a special *edutainment* fashion. Through a rigorous and intense selection procedure, 5 kids will be carefully shortlisted and listeners will be asked to vote for their favourite contestant. The winner of DaburHonitus, BIG Junior RJ gets a chance to co-host the morning show with RJ in their respective cities and one lucky kid from across the country will feature in BIG Magic's Historical Comedy television series 'Akbar Birbal' as ChotaBirbal.

Speaking on the occasion, **AshwinPadmanabhan, National Business Head, 92.7 BIG FM** said, *"We are extremely delighted to bring back DaburHonitusBIG Junior RJ in its second season. Children often possess talents parents might not even know about. Through this activity we aim to discover and recognize the spontaneity & talent in children. We are confident of discovering RJs of the future through this exciting platform."*

Commenting on the initiative **actor and Celebrity Judge at the DaburHonitus BIG Junior RJ, KikuSharda** said, *"I am humbled to be a part of an innovative initiative like the DaburHonitus BIG Junior RJ wherein 92.7 BIG FM is providing such a massive platform to kids across the country. I am looking forward to meet and mentor enthusiastic, young minds who are so high on energy and have so much to say. I am certain that this is a great platform for kids and they are going to learn a lot from the activity"*.

Commenting on the initiative, **Dabur India Ltd Category Head-OTC Mr. AnirudhPandharkarsaid**, *"This is a one-of-its kind initiative that encourages children to bring out talents from within themselves that they may not even know of. But kids can be reckless and health issues such as cough, cold and the like can cause great interference in their enthusiasm. DaburHonitus is a non-drowsy fast relieving formula that cures cough and cold in kids instantly thus allowing them to continue with their daily activities and enabling them in their quest to learn and grow. We could not have seen a better fitment and are happy to be partnering with 92.7 BIG FM on this venture."*

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