

BIG Productions Gujarati show Motibaa completes 500 episodes successfully

Enjoys consistent ratings & viewership on ETV Gujarati at 8pm slot

Mumbai, 19th October 2011: 'Motibaa', a very popular Gujarati show by **BIG Productions** which is now a household name has successfully completed 500 episodes. The longest running Gujarati daily soap it has consistently maintained decent TRPs & an increasing viewership during 8 pm primetime slot. The highlight of the show is the return of the protagonist Ragini, a very well known Gujarati film & theatre personality, who made her comeback to TV after a long sabbatical.

Motibaa tackles social issues that cripple a Gujarati family when the head of the family dies. The protagonist who is widowed is further shattered by personal upheavals when her sons and daughters-in-law gang up against her and also begin squabbling among themselves. Subsequently she moves away from her family and finds a friend and companion (a man closer to her age) who encourages her to spread her wings and brings out the best in her. She sets up a small business which over a period of time grows into a worldwide enterprise. A confident Motibaa now is able to strike a perfect balance between her personal and professional life. In spite of being successful Motibaa still has to overcome all kinds of challenges which she faces with confidence. The show highlights the perseverance, resolve and strength of Motibaa who overcomes all obstacles to find happiness in life.

Saravanan, Business Head, BIG Productions said: "Motibaa is the first daily fiction of BIG Productions and we are emotionally attached to it. In a market where resources are scarce, talent is limited and budgets are low we have been successfully running this show for more than two years now. It offers the best of both worlds - compelling and believable content of Gujarat as well as sophisticated content of Mumbai standards. We have managed to sustain more than 90 per cent of cast and crew in these two years, again an achievement in this market. We have been building infrastructure, facilities and nurturing talent in this market ever since we started productions here. It has the potential of becoming a strong production base for Hindi GEC shows. Motibaa has now completed more than 500 episodes of run, a feat no other show or a production house has managed in so many years in Gujarat. "

The show has won several accolades including *Transmedia Award*, and the *BIG Gujarati Entertainment Award* in various categories. The show that is being shot across real locations recently telecast a one hour special episode that established the high point of the show. For those who want to know more about **Motibaa**, you can look up the *Facebook*.



About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a multi-media entertainment conglomerate with play across radio, television, intellectual properties and out of home. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. 92.7 BIG FM – India’s largest FM Network with 45 stations, reaching over 3.57 crores Indians each week. BIG CBS – A joint venture with CBS Studios International, USA’s No. 1 TV broadcaster which is launching 3 Channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark. BIG MAGIC – marks the Company’s entry into the regional entertainment space. The Channel is positioned as India’s only Channel exclusively for the Hindi Heartland, featuring locally relevant entertainment around humor, music and Bollywood. BIG LIVE – This division develops, executes and markets Intellectual Properties, integrated across RBNL’s media platforms. BIG STREET – In the business of acquiring and marketing of long term premium out of home inventory. BIG PRODUCTIONS - This division functions as a television content production house catering to the diverse creative needs of the Indian television landscape. For more information, log on to: www.reliancebroadcast.com

For further information please contact:

Hinjal Veera

Senior Executive Corporate Communications, RBNL

Hinjal.veera@reliancebroadcast.com

09892745252