

## MEDIA RELEASE

**BIG MAGIC BIHAR AND JHARKHAND CONSOLIDATES AND RE-BRANDS AS ‘BIG MAGIC GANGA’**  
**ENHANCES AUTHENTIC REGIONAL FLAVOR THROUGH LOCALLY SHOT PROGRAMS DERIVED FROM LOCAL INSIGHTS LIKE NEED FOR ‘ESTABLISHING SELF IDENTITY’ AND ‘PRESERVING LOCAL CULTURE’**  
**DEVELOPING A LOCAL TELEVISION INDUSTRY IN PATNA – LOCAL PRODUCERS, CREW AND CAST!**  
**ENHANCED REACH WITH PRESENCE EXTENDED TO THE EASTERN UP MARKET (PURVANCHAL);**  
**AVAILABLE ON NATIONAL MSO AND DTH PLATFORMS**

**PROGRAMMING MIX PROMISES TO UPLIFT SENTIMENT AND ENTERTAINMENT QUOTIENT WITH AN ASSORTMENT OF REALITY, MUSIC, DEVOTION, CRIME, MOVIES AND MYTHOLOGY**

**Mumbai, August 14, 2014:** BIG Magic Bihar and Jharkhand, the flagship regional entertainment Channel from the Reliance Broadcast Network stable re-christens itself to **‘BIG Magic Ganga’**, at the stroke of **midnight this Independence Day – 15<sup>th</sup> August, 2014**. With this move, the Channel consolidates and fortifies its position in the market, enhancing authentic regional flavor through locally shot programs, derived from local insights like ‘establishing self identity’ and ‘preserving local culture’.

The name Ganga emerged after a **focused qualitative study, group discussions and expert interviews** undertaken by research agency Dragon Fly, which tested several options for names as well as channel positioning in the market. With the name ‘Ganga’ emerging the winner, the Channel will serve clean, value oriented but modern and variety filled entertainment which celebrates the region’s culture. Ensuring regional flavor in BIG Magic Ganga’s **look and feel**, the formation of the logo of Ganga and the channel packaging is also derived from the region, which sees the amalgamation of the rising sun, the placid flow of the Ganga and the Madhubani paintings, beautifully collaborating to give audiences the best visual experience.

As part of its long-term endeavor of further developing the market, the Channel also sets up the **first ever production unit in the city of Patna**, which will help nurture local talent, while delivering credible and engaging content to audiences. This No. 1 Channel of the region already controls a whopping **31% market share** as compared to closest competitor with 25% share, (CS 15-44 SEC ABC Females for Bihar and JHK market, TAM week 25-31.) and with this move, it further extends reach to newer geographies with its presence in the **Purvanchal region** (East Uttar Pradesh). The new name is accompanied with a revamp of the Channel’s logo and packaging ensuring greater aesthetic appeal amongst its core audience.

Ensuring **credible and veritable content**, BIG Magic Ganga will feature **locally shot programming**, delivering a wholesome family viewing experience with its diverse content mix that encompasses a wide slate ranging crime, reality, music, devotion, movies and mythology.

Key shows pegged on locally identifiable issues like religion, crime and women's emancipation include:

- **Police Files** – An enactment of real life crime incidents of the region, this show creates awareness, while contributing towards change for a positive and progressive society. Recently launched latest season of Police Files with the message '*Soch badlo, samaaj badlega*', encouraging society to take preventive action against crime
- **Big Memsaab** – A platform allowing for the pillar of the household - the women, to come forward and showcase their talent
- **Big Bahuria** – Reality bytes between the daughter in laws and the mother in laws from the region touches upon the camaraderie of family members with the *bahu*, peppered with interesting conversations and games
- **Vishwas Se Upar Aastha** – fictional stories which showcase the power of the faith in individuals, which help them combat some of life's biggest challenges
- **Family Talkies** – A wholesome Bhojpuri movie band for family viewing

Commenting on the new change **Mr. Tarun Katial, CEO, Reliance Broadcast Network** said, "BIG Magic Ganga delivers to audiences an authentic, highly engaging entertainment destination which has made it the No. 1 Channel of the region. Our production set up in Patna is part of our long-term commitment to grow this regional market while creating excellent opportunities to hone skills of local talent. With this re-branding exercise, we consolidate our position, strengthen our hold, and cement our leadership position in the region. It remains our endeavor to offer audiences exceptional television engagement, and marketers a great platform to ride on."

Recognizing the high affinity for this rich regional content amongst the large migratory population across the country, the Channel has recently inked distribution deals with national DTH platforms like **Reliance Digital TV, Dish TV and Airtel Digital TV**. Additionally, the Channel is available on Hathway, Incable, Manthan, Digicable, GTPL, Siti Cable, Maurya, DEN and other all independent operators.

Accelerated with a high definition drive, BIG Magic Ganga launches with a 360 degree marketing campaign, which includes television, outdoor, activations, print and innovations across multiple locations.