



## MEDIA RELEASE

### RELIANCE BROADCAST NETWORKS 92.7 BIG FM WINS THREE CREATIVE ABBYS AT GOAFEST 2013

#### ONLY RADIO NETWORK TO WIN CREATIVE ABBYS AT THE PRESTIGIOUS FESTIVAL

**Mumbai, April 9, 2013:** Adding to the numerous awards on its mantle, BIG FM has bagged three Bronze Creative Abbys at the recently concluded Goafest 2013, India's premiere media & advertising festival that recognizes and celebrates creativity across various mediums of mass communication. Competing with some of the best South Asian companies across sectors, 92.7 BIG FM was the only network, which bagged creative Abbys at the festival in the **Original Music Score, Sound Design and Corporate** categories.

BIG FM won a bronze in the 'Original Music Score' category for Early Morning Stationality. The creative team perfected the jingle keeping in mind a typical Indian's day that commonly begin with a dose of *radio* and *morning prayers*. Bringing together these two essential entities and some of the finest musicians and singers of the country and giving life to this tradition was the creative team's agenda, the outcome of which was adored by listeners across the country.

The Diwali promo that was conceptualized to celebrate a noiseless and pollution free festival witnessed the sound of fireworks specially created using the mouth, hands and a few pages in the studio to present a wonderful acapella. This fireworks show had the happy sounds of Diwali celebrations without any hint of pollution. The creation secured the bronze Abbys in two categories, 'Sound Design' and 'Corporate'.

BIG FM has a specially put together in-house team dedicated to putting together creatives for clients, which best suit the aural medium. Given the 45-station network and the requirements of clients, the team has a set of fresh young minds, which churn out the best creatives in the industry on a regular basis.

Commenting on the festive celebration, **Mr. Ashwin Padmanabhan, Business Head, 92.7 BIG FM** said, "Recognition in the form of a trio of awards at the well respected GOAFEST 2013 is delightful news. Honour such as this gives us moments of pride and encourages our teams to continue to create small but significant experiences that make life better! We are proud of our teams that have delivered exceptional results for the network. It is our endeavour to rise above what defines the ordinary and deliver unique concepts that break the clutter and engage audiences in the best possible way."

#### **Reliance Broadcast Network**

*Reliance Broadcast Network Limited is a media entertainment conglomerate with play across radio, television, intellectual properties and television production. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. The company houses the following verticals: 92.7 BIG FM - India's largest FM Network with 45 stations, reaching over four crore Indians each week; BIG CBS Networks - a joint venture with CBS Studios International offering English Entertainment Channels - Love, Spark and Prime (which is available in dual feeds of English and Hindi), as well as a regional General Entertainment Channel for the Punjab, Chandigarh, Himachal Pradesh (PCHP) region called Spark Punjabi; BIG RTL THRILL - a channel from the Company's joint venture with Europe's RTL Group, targeted at male audiences and positioned as the ultimate action destination; and BIG MAGIC - a regional General Entertainment Channel for the Hindi heartland featuring regional family dramas, crime shows, sitcoms, reality shows and weekend blockbuster movies. The Company has also launched BIG MAGIC Bihar and Jharkhand, with specially created programming for the market. BIG MAGIC has also expanded into the United States, Canada and Australia under the brand name BIG MAGIC International; BIG PRODUCTIONS - the television content production*



*division that caters to the creative needs of the diverse Indian television landscape. Reliance Broadcast Network also distributes Bloomberg TV India, the country's premier business news channel as part of its television bouquet. For more information [www.reliancebroadcast.com](http://www.reliancebroadcast.com)*