



MEDIA RELEASE

BIG MAGIC REACHES HIGHEST CUMULATIVE AUDIENCES AT 1.14 CR IN THE HEARTLAND

SHOWS BUILT ON INTENSE RESEARCH AND LOCAL INSIGHT

LOCALLY PRODUCED SHOWS BIG BAL KALAKAR, HASYA PANCHAYAT, HUM HAI BAJRANGI, POLICE FILES GET ATHUMBS UP FROM AUDIENCES

ABILITY TO AMPLIFY ACROSS 11 STATIONS IN THE REGION OF 92.7 BIG FM

BEST WINDOW TO MARKETERS IN THE HINDI HEARTLAND

Mumbai, March 29, 2012 - BIG MAGIC, India's first variety entertainment channel for the core Hindi heartland from the Reliance Broadcast Network stable, featuring locally relevant entertainment around Humor, Movies, Reality, Talent Hunts and Action Sports, is now **the most watched TV channel with 1.14 Cr of cumulative audiences (4 week average)** in the Hindi Heartland thus fortifying its position as the No. 1 Channel in the region. Latest TAM results **Week 12'12** demonstrates a tremendous increase in reach. The quick growth of the Channel can be attributed to its locally produced shows BIG Bal Kalakar, Hasya Panchayat and newly launched shows Hum Hai Bajrangi and Police Files. The channel continues to stay ahead of long established channels like *Mahuaa, Dabaang, Sahara Samay, ETV UP, ETV Bihar, ETV MP etc.*

BIG MAGIC's locally relevant devotional children singing talent hunt show, **BIG Bal Kalakar** built around the thought of *Sangeet Main Sanskaar*, has demonstrated phenomenal growth with 45L viewers, striking a chord with audiences. **Hasya Panchayat** introduced in February, and woven around a range of enjoyable poems on modern-day issues such as inflation, corruption and unemployment has also been received excellently by audiences, registering 45.3L audiences in the same period. Besides this newly launched shows **Hum Hai Bajrangi** a perfect blend of mythology and comedy, and **Police Files** based on real crime shows from the region have picked up well with 22L audiences in just 2 weeks. These new initiatives backed by a slew of excellent hand-picked programming ranging from a local devotional show *Seher*, sitcom like *Bulbulay* which connect well with the audiences in the region has further strengthen the overall viewership.

Additionally, when clubbed with the region's No. 1 FM station – **92.7 BIG FM**, which boasts of presence across 11 stations in the region, offers unparalleled and an integrated media offering to advertisers.

The Channel's well tailored programming when coupled with the extensive marketing initiative offers the most effective platform for both national and local brands.

BIG MAGIC is being distributed across all cable operators across the states of UP, MP and Bihar and spread across the likes of DEN, Digicable, WWIL, Hathway, Darsh and Maurya amongst others, reaching approximately 10 million households in the heartland. BIG MAGIC is also being supported with a high decibel integration plan on 92.7 BIG FM, Outdoor, and Mall Activation, play-out seeding in malls, print and local cable.



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. It houses the following verticals: **92.7 BIG FM** – India's largest FM Network with 45 stations, reaching over 4 crore Indians each week; **BIG CBS** – A joint venture with CBS Studios International, USA's No. 1 TV broadcaster which has launched 4 Channels, BIG CBS Prime, BIG CBS Love, BIG CBS Spark and the first international Punjabi Channel Spark Punjabi; **BIG MAGIC** – marked the Company's entry into the regional entertainment space, positioned as India's only Channel exclusively for the Hindi Heartland. Added to this robust bouquet, the Company also distributes **BloombergUTV**, India's premier business news channel. In the space of live entertainment the Company has **BIG LIVE** a division which develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms and synergizing excellently with this division is **BIG PRODUCTIONS** a division which functions as a television content production house catering to the diverse creative needs of the Indian television landscape; In the out of home space, the Company has **BIG STREET** – which is in the business of acquiring and marketing of long term premium out of home inventory. For more information, log on to: www.reliancebroadcast.com*