



BIG MAGIC premieres 'BIG Bal Kalakaar' — India's first children's Devotional Singing Reality TV show

~Sangeet Mein Sanskaar for the Hindi Heartland~

Mumbai, November 14, 2011: **BIG Bal Kalakaar**, the first ever platform to acknowledge the singing prowess of young talented *bal kalakaars* from the heartland, presented by **BIG MAGIC and 92.7 BIG FM**, is all set to take off with its auditions across 14 cities in MP, UP, Bihar & Jharkhand. The first ever soul stirring Devotional Singing Reality TV show, for children announces its esteemed jury members consisting of popular music director **Jatin Pandit**, who is responsible for gifting the industry with some of the brightest talent and **Padma Bhushan Classical singer duo Rajan-Sajan Mishra**, with their rich singing talent that imbibes culture and traditions—together these alchemists, will search for the precious gems that the region possess. **Pandit Gulshan Bharti** is the mentor for the budding children and the young and talented **Prajakta Shukre** (of Indian Idol fame) will be the host for the **BIG Bal Kalakaar TV series on BIG MAGIC**.

BIG MAGIC believes that children singing talent is best epitomized when they sing devotional songs as that brings out the purity and richness in the voices best. Devotional singing is also a perfect medium to teach children positive values in life. **BIG Bal Kalakaar**, will see for the first time young talented children of the region making a beeline to the 14 audition centers across UP, MP and Bihar (Bareilly, Lucknow, Gorakhpur, Kanpur, Allahabad, Patna, Ranchi, Jabalpur, Gwalior, Bhopal, Indore, Agra, Mathura & Varanasi). Through the show **BIG MAGIC** wants to reach out to the local young talent and will spread across music schools in the region as well. With devotional music holding a special place in the hearts of adults and children in the heartland, **BIG Bal Kalakaar** makes for an ideal combination-- imbibing good values through entertainment - *Sangeet mein Sanskar!*

BIG Bal Kalakaar calls for auditions through our media platforms of both **BIG MAGIC** and **BIG FM**, leaders in the regional television and radio space. This will also be supported by a holistic media campaign involving – print, local cable, SMS pushes etc

The city auditions will culminate in 4 cluster auditions from which 10 young voices will be chosen for the 26 episode TV series with each episode having a special theme on **BIG MAGIC**. These 10 young children will be mentored by **Gulshan Bharathi** for 2 weeks before the TV show begins



Through the TV series our esteemed panel will judge and decide on which children move forward to the next level and finally in a grand finale we will find the first BIG BAL Kalakaar of Hindustan.

Commenting on this initiative the **Company Spokesperson** said: “**BIG Bal Kalakaar** celebrates & acknowledges the devotional singing geniuses among little children of the region. This innovative talent hunt recognizes the purity and innocence of young child singers as well as propagates positive values to all children in the region through the medium of devotional singing. A show that offers entertainment as well as positive values, guaranteed to liked by children and their parents alike.”

BIG Bal Kalakaar will premiere on **BIG MAGIC** from Mid December. The Hindi heartland’s very own home grown property promises to be a memorable experience...complete entertainment combined with spirituality, exclusively for the Hindi Heartland.

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 humour, 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

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