



MEDIA RELEASE

92.7 BIG FM's MUMBAI STATION GOES RETRO

BREAKS THE CLUTTER WITH DIFFERENTIATED STRATEGY AND NEW TAGLINE 'HIT THE HIT RAHENGE'

CITY BASED RESEARCH AND INSIGHT MAPPING INDICATED OPPORTUNITY FOR THIS GENRE IN THE MARKET

Mumbai, June 28 2013: Encouraged by the success that its Delhi Station has received with its retro positioning, and backed with extensive city based research and insight mapping, 92.7 BIG FM's Mumbai Station announces yet another programming innovation that breaks the clutter - with a retro positioning. With its new tag line – **'Hit the, Hit Rahenge'**, the Station offers audiences evergreen music from the **60s to the 80s**, peppered with special heritage songs from the **50s**. This announcement comes close on heels to its announcement of its new show 'Suhaana Safar with Annu Kapoor', which, within just a week of launch is already getting rave reviews and excellent feedback from audiences.

With its new positioning, 92.7 BIG FM's Mumbai Station continues to engage with listeners while offering them some of the choicest music that never cease to offer aural pleasure. The music mix will comprise of melodies from **RD Burman, Kishore Kumar, Lata Mangeshkar and Asha Bhosle along with that of Mohammad Rafi and other veteran artists**, while alongside showcasing the best songs from movies by actors like **Shammi Kapoor and Rajesh Khanna**. Along with the best music mix, the **revamped content strategy** will bring to audiences a plethora of current happenings in the city including stock and gold updates, city affairs, traffic and weather updates, sports, music-related trivia and more. **92.7 BIG FM Mumbai's** repositioning also promises **local flavour and connect** enhanced by the involvement of **Marathi-speaking RJs** and **playlist of Marathi music** during the course of the week.

92.7 BIG FM Mumbai's change in stationality is based on carefully mapped consumers insights received from street level marketing, consumer home visits and listener interactions. With a vast mix of retro music from the years gone by, the stations aims to target a **core audience aged 35-44 years** spanning businesspersons, professionals and homemakers, providing marketers with an excellent opportunity to reach out to a wider set of consumers. To reach varied audiences and accelerate visibility in the market, **92.7 BIG FM Mumbai** will use an **extensive on-air and digital strategy** promoting its new positioning.

Mr. Ashwin Padmanabhan, Business Head - 92.7 BIG FM, said, "The decision to turn retro is backed by extensive research and audience mapping. As has always been our endeavor at 92.7 BIG FM, we innovate with our offerings to ensure highest levels of listener engagement providing a Life Banao experience. Our new positioning allows listeners to live in the present, while celebrating the past and we are confident of an excellent response as we look forward to further engaging with listeners and marketers alike."

About 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



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