



MEDIA RELEASE

BIG MAGIC BIHAR & JHARKHAND AND 92.7 BIG FM COME TOGETHER TO PRESENT THE 'BIG GREEN DURGA'

**A MONTH LONG GREEN AWARENESS DRIVE, CULMINATING WITH THE CREATION OF A DURGA IDOL;
GODDESS IDOL CREATED FROM NEWSPAPERS COLLECTED FROM THE LOCAL POPULACE**

**PEPPERED WITH JUST THE RIGHT ELEMENTS OF FESTIVE ENTERTAINMENT TO ENSURE HIGH AUDIENCE
ENGAGEMENT**

Mumbai, September 23, 2013: Two of Bihar's most popular and leading media brands **92.7 BIG FM** and **BIG MAGIC Bihar & Jharkhand** come together this festive season to present the most engaging green initiative in the Bihar and Jharkhand region with **The BIG Green Durga**. Backed with an endeavor to spread the message of celebration - with a conscience, the initiative aims to propagate a sense of responsibility amongst the local populace by encouraging them to celebrate Durga Pooja the Green way! The month long campaign will see several phases, each ensuring highest levels of audience engagement and an exhaustive entertainment schedule.



Created around the pegs of 'complete entertainment', 'high visibility', 'on ground engagement' for local connect and 'celebrity involvement' to ensure high aspirational appeal, BIG Green Durga has been created to ensure a wholesome entertainment offering, while ensuring key messaging of going green is clubbed into its communication.

A 9 episode special on BIG MAGIC with a month long campaign across 92.7 BIG FM and BIG MAGIC will see the following phases...

Phase	Date	Activities
Phase I	23 rd - 27 th Sept	Paper collection drive. The drive will highlight the environmental hazards plaguing the city and the contribution of newspapers from each individual in making it Green. The aim is to touch over 1mn people across Bihar and Jharkhand
Phase II	28 th Sept – 4 th Oct	Dholiya – paper collection along with regional singing engagement. This includes a group of people: with dhols and artists performing Nukkiad Nataks. The nataks will be on the navratra themes while spreading the message of going green. The paper collection continues through this phase. The aim is to target 100 localities and reach over 1 lakh people on ground
Phase III	5 th - 8 th Oct	Puja Yatra – engaging with people at the pandals and high footfall areas. This involves taking a branded canter around the city, featuring folk dancers, singer and celebrities whilst engaging with audiences, performing poojas, aarti's and more. The phase will see children from the local communities coming forward to perform on these canters. The aim is to reach over 3mn audiences through this exercise
Phase IV	9 th - 13 th Oct	Pandal branding. Creating an exceptional experience as we tie up with leading pandals across the city, branding them. Also seen at these pandals will be a host of local celebrities at the pandals. Backed with heavy radio and television promotion, the target is to reach around 5mn local audiences



Speaking about the campaign, **Sunil Kumaran, Business Head, BIG MAGIC** said, “Backed by the power of BIG MAGIC Bihar & Jharkhand and 92.7 BIG FM, BIG Green Durga offers an extremely cost efficient multi-media platform involving high engagement and consumer connect. With an enormous audience engagement on ground and with the best depth in market penetration, pegged on premium imagery through celebrity association, BIG Green Durga is the perfect campaign for marketers to ride on.”

BIG Green Durga will highlight the enormous damage caused to the rivers and water bodies due to the excessive use of toxins and non-biodegradable elements used in the making of Durga idols which goes unnoticed amidst the gala and revelry. The campaign will be supported by an exhaustive multi-media campaign across digital, out of home and on ground along with the power brands of BIG MAGIC Bihar & Jharkhand and BIG FM.

About Reliance Broadcast Network

Reliance Broadcast Network Limited is a media entertainment conglomerate with play across radio, television and television production. The company 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 Networks - a joint venture with CBS Studios International offering English Entertainment Channels – Love 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 dual feed channel from the Company's joint venture with Europe's RTL Group, targeted at male audiences and positioned as the ultimate action destination; BIG MAGIC – a General Entertainment Channel featuring family dramas, crime shows, sitcoms, reality shows and weekend blockbuster movies. The Channel has expanded further and 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 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 log on to www.reliancebroadcast.com