



## Now enjoy the choicest hand-picked movies, thrice a day, exclusively on BIG MAGIC

**Mumbai, November 25, 2011: BIG MAGIC**, the No. 1 Channel of the Hindi heartland, in its endeavor to provide the best in entertainment to the viewers, now brings three movies each day for its viewers. A few months ago the channel had introduced Bollywood Classic movies for the weekend, which received an overwhelming response. Starting **November 28<sup>th</sup>**, **BIG MAGIC** introduces three movies a day—which include 2 hand-picked movies from the Hindi film library and 1 movie from the extensive action library, which have been dubbed in Hindi. These movies further adds to the holistic entertainment offering from the Channel which currently stands as the favorite of local audiences.

Apart from the programming lineup that **BIG MAGIC** offers to its discerning viewers, movies have become an important genre in the overall programming mix and have proven to be excellent reach builders garnering greater eyeballs. The fact that Bollywood movies and Dubbed action movies work excellently for the Heartland viewers, introducing these daily movies, will only up the entertainment quotient, that the channel brings exclusively for its viewers.

The three movie slots on **BIG MAGIC** starting November 28 ,2011 are ***Magic Matinee, at 12.00 noon; Movie Magic at 4.00 pm*** and ***Dubbed Action Movies at 10.00 pm***. These movie slots will showcase popular Bollywood movies from the 80s & 90s & the recent ones apart from some of the ever green gems that is a part of the golden classics. The lineup of movies includes some of the golden classics or gems like ***Gumnan***, a suspense thriller that will literally have the viewers biting in to his nails! The ***Manoj Kumar-Nanda*** starrer will be remembered for its R D Burman lilting music that will haunt you for days together & the suspense thriller that the movie is. There's also the ***Dev Anand –Waheeda Rehman-Nanda*** starrer ***Kala Bazaar***. This box office film directed by the late ***Vijay Anand*** (younger brother of ***Dev & Chetan Anand***),has the most melodious music by late ***Sachin Dev Burman***, which includes the evergreen ***Koya Koya Chand...*** with ***Dev Anand*** romancing a rather reticent ***Waheeda Rehman***. The other movie is yet another classic called ***Love Marriage*** starring ***Dev Anand –Mala Sinha*** with some of most remembered songs like ***Deere chalk chant gang and mien...***among others. With singers ***Gaeta Dutt, Late Mangeshkar, Kishore Kumar & Mohamad Rafi*** also contributing to the list of songs this musical romantic film is a sure watch for generations together.

The other most enjoyable and entertaining movies coming soon on **BIG MAGIC** are the ever green ***Rishi Kapoor-Neetu Singh*** movie ***Khel Khel Mein***, which became an iconic movie during its time. Among Basu Chaterji's timeless classics ***Rajnigandha***, tops the list. The ***Amol Palekar-Vidya Sinha*** starrer represented the ordinary working class and their loves & times. Then there is the romantic couple ***Dharmendra --Hema-Malini*** starrer ***Dillagi & Pratigya***, ***Dev Anand's Des Pardes***, with ***Tina Munim***, who made her debut with ***Devsaab*** and ***Rishi Kapoor-Jaya Prabha*** musical ***Sargam*** among others. These are just some of the fresh movies coming up for you... there's lots more to brighten your week days.



With shows designed and created to give a high local connect; **BIG MAGIC** has struck a chord with the audiences since the launch. And as **BIG MAGIC** brightens its week days adding movies to its programming lineup, the viewers are sure going to have enough entertainment to keep them happy & cheerful in spite of their daily chores.

Speaking about the new Hindi movie slot, **BIG MAGIC Spokesperson**, said in a statement, “Our existing weekend movie slot with blockbuster Hollywood dubbed films and Hindi Classics have met with good success and we take this forward with movies throughout the week, on a daily basis, from Monday to Sunday! From the vast Bollywood library of Hindi movies **BIG MAGIC** has selected some of the finest films across decades which we are confident will resonate well with viewers and also garner advertiser’s attention.”

**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 humor, 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.*

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