



## MEDIA RELEASE

### RELIANCE BROADCAST NETWORK LIMITED'S BIG MAGIC AND SPARK PUNJABI ADORN BRAND NEW AVATAR TO SHOWCASE THE DYNAMIC AND VIVID CULTURE OF THE REGION

#### NEW PACKAGING ENSURES STRENGTHENED APPEAL AMONGST TARGET AUDIENCES

**Mumbai, November 20, 2012:** Reliance Broadcast Network Limited's regional channels, **BIG MAGIC** and **SPARK PUNJABI**, in strengthening their offerings to audiences, today **unveiled their fresh packaging** with a brand new avatar. The channel's content will now showcase the **dynamic and vivid culture** of the region through its **look and feel, choice of colours and music bed**. These changes are the outcome of research and insights of what adds to the appeal of the channel amongst local audiences. With a robust programming line up, coupled with some of Indian television's most well known names, an excellent and loyal advertiser base which is constantly growing, and an audience reach which ensures vast coverage in the region, **BIG MAGIC** and **SPARK PUNJABI**'s new *avatars* promise to bring the channels closer to its audiences.

Having **launched in the Hindi-speaking heartland of Central India in March 2011**, **BIG MAGIC** has been consistently progressing in terms of popularity and content as the shows create a direct connect with the heartlanders. The channel has also ensured that it is as local as local can get whether through its choice of programming that has been designed basis local sensibilities, the channel's tag line ***Apna Pradesh – Apna Magic***, the music bed, or the overall appearance of the channel which appeals to local audiences. **BIG MAGIC** has become the **No.1 regional general entertainment channel** in the region with **80% coverage reaching more than 1.25 crore individuals** through **alliances with close to 353 local networks**. The new *avatar* is merely an extension which will further adapt to the changing needs of the audiences in the heartland.

**SPARK PUNJABI**, the regional general entertainment channel in Punjab, Haryana, Chandigarh and Himachal Pradesh (PHCHP) from the **BIG CBS** joint venture which **launched in January 2012**, has local commissioned shows as well as prime time shows which connect with the varied audience segment across households in Punjab. The new look and packaging of the channel complements the range of entertainment programs currently on-air making it more local and relevant to the local consumers. The channel's tag line ***Tuhada Apna Punjabi Channel***, combined with the overall appearance of the channel has been specifically done to relate to the Punjabi consumers. The new *avatar* will support the current on-air programming of the channel which offers shows from across multiple genres.

Commenting on the new packaging, **an RBNL spokesperson** said, "The new packaging stands testimony to our endeavour of keeping up with the tastes and preferences of audiences to offer them a channel which is truly for them. Whether it is the choice of programming with its packaging - which reflects the local flavour, the on-ground activations - which involve and engage with the local populace, or the innovations - for marketers, **BIG MAGIC** and **SPARK PUNJABI** offer their respective audiences and marketers alike, the best option in regional television entertainment."

**BIG MAGIC** and **SPARK PUNJABI** are Reliance Broadcast Network Limited's regional channel offerings reaching out to audiences in the Hindi speaking heartland of Central India and the PHCHP region respectively. The new packaging of both channels will further add to their commitments towards offering endless entertainment to the consumers in the region.

#### 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. 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 with 4 Channels - Prime, Love, Spark and the first international Punjabi Channel - Spark Punjabi; BIG MAGIC – positioned as*



*India's only variety entertainment Channel for the Hindi Heartland; BIG PRODUCTIONS – the television content production division of the Company caters to the creative needs of the Indian television landscape; BIG STREET – acquires and markets long term premium out of home inventory. The Company also distributes Bloomberg TV India, India's premier business news channel as part of its television bouquet. For more information log on to: [www.reliancebroadcast.com](http://www.reliancebroadcast.com)*

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