



MEDIA RELEASE

BIG MAGIC NOW ENGAGES WITH AUDIENCES ACROSS HSM'S, AUGMENTS REACH TO 123 MN HOUSEHOLDS

INKS DEALS WITH LEADING DISTRIBUTION NETWORKS ACROSS MUMBAI, DELHI, KOLKATA, BIHAR, GUJARAT AND MAHARASHTRA, IN ADDITION TO CENTRAL INDIA

DISTRIBUTION PARTNERS INCLUDE AIRTEL, RELIANCE DIGITAL TV, DEN NETWORKS, DISH TV, HATHWAY, INCABLE, DD DIRECT, SITICABLE, 7 STAR, STAR BROADBAND AND MORE...

Mumbai 23rd, 2013...BIG MAGIC, the flagship general entertainment channel from the Reliance Broadcast Network stable inks distribution deals with leading distribution networks, to now engage with audiences across the Hindi speaking markets of India. Signing deals with key cable and DTH networks across Mumbai, Delhi, Kolkata, Bihar, Gujarat, Pune and Nashik, the Channel augments reach to **123 mn** households across the HSM's.

Key distribution partners include:

DTH Players	
Reliance Digital TV, Airtel, DD Direct, DISH TV	
MSO's	
Maharashtra	Hathway, Incable, Digicable, DEN Networks, 7 Star, ABS, Siticable, Pune Cable Network
Delhi	Hathway, Incable, Digicable, DEN Networks, Siticable, Star Broadband, Delhi Distribution Company
Kolkata	Hathway, Digicable, Incable, DEN Networks, Digicable, Siticable, Kailash Cable, Shrishthi Cable
Bihar	GTPL and KLBP
Gujarat	GTPL, IncableNet, DEN Networks

As BIG MAGIC expands reach to a much wider base across HSM the channel is also enriching the viewer experience through a host of new fiction shows. With a programming mix that includes an assortment of family dramas, crime shows, reality shows, cookery shows, game shows and weekend movies BIG MAGIC's content mix promises to offer a refreshing new range of shows.

Launched in April 2011 for the heartland of India, BIG MAGIC has emerged a leader in the market beating long standing and established players. The performance of the Channel is credited to its shows which are insightful and relevant for the modern day.

Speaking on the occasion, **Mr. Sunil Kumaran, Business Head, Language TV** said, "Over the last two years, BIG MAGIC has built itself into a powerful regional brand with a loyal audience base. While this far, we invested in building a strong brand we are now ready to take it to its next level of growth and reach. The timing couldn't be more perfect with phase II of digitization pointing at an opportunity to reach our content to millions of Indians. Our robust distribution network and insight backed programming ensures we offer audiences an entertainment avenue that will resonate excellently with them."



BIG MAGIC will see an extensive multi-media marketing push backed by Reliance Broadcast Network's own marketing muscle and coupled with external media and will be promoted across the platforms of television, radio, cinemas, digital, outdoor, on ground and road shows.

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 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 General Entertainment Channel featuring 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 PRODUCTIONS - the television content production division that 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 www.reliancebroadcast.com