

Press release

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Reliance Broadcast Network Limited launches Marathi *Manoranjanatmak* with 'BIG Marathi Entertainment Awards'

~ India's first ever Marathi Entertainment Awards, spread across categories~

Mumbai, March 4, 2011: The biggest entertainment extravaganza – '**BIG Marathi Entertainment Awards**' is here. Reliance Broadcast Network Limited's experiential marketing arm **BIG Live**, which has spearheaded the recognition of regional talents with 'BIG Marathi Music Awards 2010' and 'Marathi TV Biggies' now presents the first ever '**BIG Marathi Entertainment Awards**'. Poised to take the Marathi entertainment industry by storm and step up the excitement quotient, the '**BIG Marathi Entertainment Awards**' will celebrate the enormity of talent and diversion, the region has to offer. The award function is slated on 16th March 2011

The first-ever '**BIG Marathi Entertainment Awards**' will bring together the biggest names from the Marathi entertainment industry on a common platform to recognize and honor talents across various genres - from movies to music, dance to theatre and sports to television. The award will have eminent personalities like **Renuka Shahane, Bharat Dabholkar** and **Makarand Deshpande** as jury members.

These distinguished jury members will select the nominees across various categories including Films, theatre, music and television which includes **BIG Marathi Most Entertaining – director, film, actor (male), Actor (female), theatre personality, play of the year** amongst many others. The awards have a special category in the television segment which includes **BIG Marathi show of the year (FICTION), BIG Marathi show of the year (REALITY), BIG Marathi television personality of the year** as well as in the music category including **BIG music entertainer of the year** and **Big Music entertainer of the decade**. The awards will also facilitate the **sports personality of the year** and **BIG dancer of the year**.

Conceptualized and marketed by Reliance Broadcast Network Limited's experiential marketing arm **BIG Live**, the '**BIG Marathi Entertainment Awards**' will be promoted extensively through other media verticals of Reliance Broadcast Network Limited - **92.7 BIG FM** (radio division), **BIG Street** (out-of-home division) and **BIG Digital** (digital division).

Commenting on this initiative, **Mr. Arjun Singgh Baran, Business Head, BIG LIVE, Intellectual Properties** said, "BIG Marathi Entertainment Awards' is the only IP property that celebrates regional talent across diverse genres. This entertainment extravaganza will create a unique platform of excellence and salute outstanding talent for their contribution to the Marathi entertainment industry. The glitterati event will especially appeal to the regional belt of Maharashtra and will set a milestone for the Marathi entertainment industry. This is just a beginning and in the coming months, we aim to launch several regional entertainment awards to recognize talents from across the country."

Witness the excitement, celebrations and accomplishments with 'BIG Marathi Entertainment Awards'

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited ("RBNL") is part of the Reliance ADA Group. One of India's youngest media houses, it has grown at a steady pace and is reckoned today amongst India's leading media businesses. RBNL currently has play in the spaces of Radio, Experiential Marketing, Out of Home and Digital and specializes in creating & executing integrated solutions for clients, across the country. Its latest business venture marks the Reliance ADA Groups entry into television, through its 50:50 JV with America's leading media house, CBS Corporation.

92.7 BIG FM - the radio brand pioneered the spread of FM entertainment with the launch of its 45 station network, reaching out to over 200 million Indians; BIG Live – the experiential marketing wing of the Company covers activations, events, intellectual properties and rural marketing; BIG Street – in the business of out of home media; and BIG Digital – an initiative in the digital space offering mobile and online solutions. BIG CBS – the television foray of the Group, will see the launch of 3 English entertainment channels in India. With Reliance Broadcast Network Limited's multi-media presence and an integrated sales offering, combined with the content muscle of CBS Corporation, BIG CBS stands make a significant impact in India's burgeoning television industry. All these business verticals come together to offer a truly integrated solution to clients having built significant multi-media capabilities. For more information, log on to: www.reliancebroadcast.com

For further details please call

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