

**India's media giants, STAR India Pvt Ltd.  
&  
Reliance Broadcast Network Ltd. announce the  
'BIG STAR ENTERTAINMENT AWARDS'**

**~India's first truly people's Entertainment awards~  
Premieres on Dec 31<sup>st</sup> at 10 pm on Star Plus**

**Mumbai, December 15, 2010** - In a historic, collaboration between India's colossal broadcast media companies, media conglomerate **STAR India Pvt. Ltd.** and multi-media entity **Reliance Broadcast Network Ltd.** to announce their alliance to offer India clutter breaking, pioneering and unique entertainment, never witnessed before! Capitalizing on the business strengths of both media companies, STAR India Pvt. Ltd. and Reliance Broadcast Network Ltd. will surpass offerings from any other media house this far. Marking the first of a slew of properties, from this alliance is the '**BIG STAR Entertainment Awards**' India's FIRST Entertainment awards that seeks to create a unique platform which honors entertainers across genres viz. Movies, Music, Television and Sports. India's first ever 'people's award' – right from nominations to the final winners, The BIG STAR Entertainment Awards will reach out to Indians across the country through each of the media platforms of both Companies, ensuring multiple touch points to audiences.

Premiering on **Dec 31** at **10 pm** on **Star Plus**, **BIG STAR Entertainment Awards** has been conceptualized by **RBNL's** experiential marketing arm, **BIG LIVE**. The property will see amplified promotion through Reliance Broadcast Network Ltd's. verticals, viz. India's No. 1, 45 network Radio Station **92.7 BIG FM**, out of home wing – **BIG Street**, experiential marketing arm **BIG Live** and its digital initiative, **BIG Digital**. This is the first award platform that democratizes the awards platform by giving audiences the opportunity to nominate their favorites personalities in Movies, Music, Theatre and Sports in the award categories. Some of the USP's...

- For the first time ever, Entertainers being honored across platforms.
- An award where entertainers and entertainment are judged by the people, no 'Jury', no 'Experts'. Absolutely transparent.
- Celebrating Entertainers from the last decade as well as this year
- A holistic property supported by multi media promotions across relevant markets pan India.
- A Grand Finale which will feature, the who's who of the world of Entertainment.

Commenting on this unique venture, **Mr. Sanjay Gupta, COO, Star India Pvt Ltd.**, said, *“The BIG Star Entertainment Awards will witness the coming together of STAR India Pvt Ltd. and Reliance Broadcast Network Ltd., two of India’s biggest media companies, with complementary capabilities. While Reliance Broadcast Network is commended for its vast radio and digital penetration, Star India is the leading television network in the country reaching more than 400 million viewers weekly; and together we are all set to create superlative entertainment reaching out to our viewers across all platforms.”*

Speaking on the alliance, **Mr. Tarun Katial, CEO, Reliance Broadcast Network Ltd.**, said. *“This partnership marks the beginning of an alliance which will re-define the meaning of entertainment in India. The coming together of two of India’s biggest media houses will see synergies come into play to offer properties with a high degree of consumer centricity, delivered through engaging ideas and multiple touch points to create unprecedented impact. Today’s evolved audiences seek entertainment that is unique, interactive and highly engaging and through this property, we empower them to ride with us to creating history. We endeavour through this and future initiatives to offer audiences superior entertainment while parallely serving marketers who have a strategically integrated approach to their campaigns”*

The Big Star Entertainment Awards will be promoted through a number of high-decibel marketing and BTL initiatives with a holistic approach, ranging from on-ground, off-ground, television, radio & digital activities. Audience opinion (through SMS & online voting) will select the nominees and winners across the categories.

This alliance promises to mark the beginning of a new era in Indian entertainment!

#### **About STAR**

*STAR India is a leading media and entertainment company, broadcasting 32 channels in eight languages to more than 168 million people every week across India and more than 65 countries across the globe. Its channel portfolio includes household brands Star Plus, Star One, Star Gold, Channel [V], Star Jalsha, Star Pravah, Star World, Star Movies, Star Utsav and joint venture channels Asianet, Asianet Plus, Star Vijay, Suvarna, Star News, ESPN and Star Sports. STAR India also manages a portfolio of business ventures including DTH operator Tata Sky, Cable system Hathway, channel distributor STAR Den, news channel operator MCCA, south Indian broadcast business of Asianet channels and STAR Vijay, film producer and distributor Fox STAR Studios India and STAR CJ Home Shopping. Its business has greater breadth and depth than any other broadcaster in the country.*

*Star India is a fully owned subsidiary of News Corporation [www.newscorp.com](http://www.newscorp.com)*

#### **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](http://www.reliancebroadcast.com)

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