



Glitz, glamour & razzmatazz at the BIG Television Awards

Celebrated stars to make the event a memorable one with scintillating performances

June 14, 2011, Mumbai: With the entire television industry coming together for their biggest night, emotions were high at the BIG Television Awards. The BIG Television Awards conceptualized by **92.7 BIG FM** and **Star Plus**, is powered by **BIG LIVE** and is a unique and distinctive award that recognizes the impact of television's favourite characters on audiences. The Awards offers a unique platform where audiences across India, reached through the along with esteemed jury panel consisting of the evergreen and sensuous - Zeenat Aman; small screen's most loved *bahu* – Smriti Irani & seasoned actor, director and producer - Sachin Pilgaonkar select the winners. The evening witnessed the glitterati of the television entertainment world in high attendance.

As the biggest & brightest stars from the enchanting small screen walked the Red Carpet one also spotted television's love birds like Jay Bhanushali and Mahii Vij, Ankita Lokhande and Sushant Singh Rajput...among others. The men of the moment are television's Manish Paul and Dilip Joshi, who were in their element, bonding with their co-stars on the Red Carpet. For the first time, television awards witnesses categories ranging '*Dulara*' character, '*Khatarnakh*' character, '*Rangeela*' character and more, each representing the emotion that the character brings alive on screen. The awards have identified 23 strong and well defined categories that connect with audiences through the emotional quotient.

On the occasion, **Rabe T. Iyer, Business Head - BIG LIVE** said, "Television plays an critical role in giving us wholesome entertainment each day, as they create a strong emotional bond with us. With an initiative like BIG Television Awards, our endeavor is to felicitate the emotions the characters bring alive among audiences. In the past, awards have been given to the actors and characters but never to those emotions that has touched the viewers' hearts. We have set a benchmark by creating such a property, cutting across Hindi entertainment channels and we aim to grow bigger and better next year."

Other categories include *Big Bhavuk Character*, *Big Teekha Character*, *Veer*, *Bechara*, *Big Garma Garam Jodi* and various others. The award also introduces a unique category like '*Shaksiyat*' on TV, where Bollywood biggies on television, like Amitabh Bachchan, Dabangg Salman Khan, Khiladi Akshay Kumar and Dhak Dhak girl Madhuri Dixit were nominated.

The evening also witnessed some sizzling performances by the Madhuri Dixit's chhota packet – Mahii Vij, Bigg Boss bride Sara Khan, ever smiling Ragini Khanna and Mithun Da's lieutenant– Jay Bhanushali.

The show will air on Star Plus shortly!

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a multi-media conglomerate with play across radio, television, out of home and live entertainment. 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 STREET – In the business of acquiring and marketing of long term premium out of home inventory. BIG LIVE – This division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms. 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