



## **BIG MAGIC GANGA PRESENTS REGIONS FIRST DEVOTIONAL MUSIC TALENT HUNT – ‘BHAKTI SAMRAT’**

**MARKETED ACROSS OOH, TV, RADIO AND NEWSPAPER INSERTS**

**AN IDEAL PLATFORM FOR BRANDS LOOKING TO ENGAGE WITH THE REGION’S AUDIENCES**

**PATNA, December 16:** BIG MAGIC Ganga, the No. 1 regional entertainment channel of Bihar and Jharkhand, is all set to launch the first ever devotional musical talent hunt show ***Bhakti Samrat***. The show will celebrate the region’s bright culture and music. It is a show focused on providing a platform to the budding talent of the



region and brings out the Bhojpuri singers of the region. The show kicks off on the 22<sup>nd</sup> of December and will air each evening from Monday – Friday.

Using music as a tool to connect the youth to God, the special offering promises to resonate excellently with audiences. The show is based on the devotional music talent hunt format for Bhojpuri singers of the region and marks yet another innovation from the region’s No. 1 television channel, for a deeper local connect. The show will see a host of artists from the Bhojpuri industry make an appearance on the show along with host Alok Pandey and the judges panel Singer Devi & Gopal Rai.

Auditions are underway across Varanasi, Ranchi, Patna and Delhi and have seen people come forward in thousands to participate. With stringent elimination rounds, only the final 16 will be hand-picked to go ahead and fight for the title of the Bhakti Samrat. Ensuring true local flavor, the selected contestants will be divided into four teams *Mithila ke Gaurav, Maghadh ke Yoddha, Purvanchal Ke Lal, Vananchal ke Veer* each representing the region from which the contestant belongs. These four teams will fight and only one contestant will emerge as Bhakti Samrat.

Speaking on the property, **Mr. Lavneesh Gupta, COO, Reliance Broadcast Network** said, “This is an excellent property for marketers seeking to reach a relevant audience base in the region. Given the resonance with the youth and appeal to the entire family, this property will deliver yet another engaging watch. For BIG Magic Ganga it is part of our endeavor to offer clutter breaking entertainment which is tailored basis insights of religion and festivities that resonate with audiences of the region. We are proud of yet another exclusive offering and I congratulate the team on the same.”

The show will be supported with a multi media marketing plan across outdoor, radio, television, newspaper inserts

**TUNE IN: 22<sup>ND</sup> DECEMBER ONWARDS, MON- FRI, 9PM, EXCLUSIVELY ON BIG MAGIC GANGA**

### **About Reliance Broadcast Network**

*Reliance Broadcast Network is a media and entertainment company with interests in radio, television and television production. The Company houses: 92.7 Big FM - India’s No.1 FM Network with 45 stations, reaching over 4 crore Indians each week; Big Magic – which has built strong brand equity as a Comedy Channel and is positioned as the one stop destination for humor, with higher affinity in the Hindi heartland; Big Magic Ganga – the No. 1 regional Channel of Bihar and Jharkhand; Big Magic International – a channel targeted at the Indian Diaspora in the US and Canada; BIG Thrill – the destination for action entertainment; and Big Productions – its television content production division; For more information log on to [www.reliancebroadcast.com](http://www.reliancebroadcast.com)*