



Diwali Manao Remix Banao with 92.7 BIG FM

Talenthouse India invites listeners to create a Diwali Mix of 92.7 BIG FM's signature tune

National, September 27, 2012: 92.7 BIG FM, India's No.1 FM network and Broadcaster of the Year at the Golden Mikes 2011, has partnered with Talenthouse India for a creative initiative to reinvent its signature tune *Suno Sunao Life Banao* tailored for the Diwali festivities. With submissions starting 1st October, 2012, entries are open until 31st October, 2011, to remix the existing BIG FM signature tune into a catchy, festive sequence, the best and most appropriate of which will be adopted by the radio station as its Diwali special jingle. The winner will be announced in the 1st week of November.

This creative invite is open to all 92.7 BIG FM listeners, talented lyricists, music producers, sound engineers, independent artists and composers. The winning entry will get a whooping prize money of Rs. 1,00,000, along with pan India recognition the 92.7 BIG FM network. The runner up stands to get publicity on the network.

Mr. Manav Dhanda, CEO, Network Programming Head, 92.7 BIG FM said, "It has always been our endeavor to engage with audiences at multiple touch-points. Through this initiative, we bring listeners closer to their favorite radio station as they create the sound of the Station. Working with Talenthouse India promises to be exciting, as creative crowdsourcing opens up a whole new world of talent. We look forward to some creative renditions of our signature tune to create a fun festive feel."

Mr. Arun Mehra, CEO, Talenthouse India said, "Crowdsourcing gives brands the ability to tap into a large pool of talent, showcasing the most creative minds out there. Offering multiple choices to brands, Talenthouse sources authentic and creative work which stands out. We are pleased to associate with 92.7 BIG FM to reinvent their signature tune with a Diwali flavor and urge all creative minds to put their best foot forward to create a new sound in a new style."

A pre-decided jury will go through all the submissions, keeping in mind the terms and conditions of the Creative Invite which are posted on www.talenthouse.com. All entries need to be made adhering to guidelines as identified on www.talenthouse.com.

About 92.7 BIG FM



Reliance Broadcast Network Limited is a multi-media entertainment conglomerate with play across radio, television, intellectual properties, television production and out of home. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. It houses the following verticals: **92.7 BIG FM** – India’s largest FM Network with 45 stations, reaching over 4 crore Indians each week; **BIG CBS Networks** – A joint venture with CBS Studios International offering 3 English Entertainment Channels - Prime, Love, Spark and a regional general entertainment Channel for the PCHP region - Spark Punjabi; **BIG MAGIC** – a regional general entertainment channel for the Hindi heartland; **BIG PRODUCTIONS** – the television content production division, catering to the creative needs of the Indian television landscape and **BIG STREET** – which acquires and markets long term premium out of home inventory. The Company also distributes Bloomberg UTV, India’s premier business news channel as part of its television bouquet. For more information log on to: www.reliancebroadcast.com

About Talenthouse India:

Talenthouse is an international platform that provides emerging talents and aspiring performers, artists and creative individuals with opportunities to work with leading artists and brands. Talenthouse has been associated with globally renowned artists like Metallica, U2, Paul McCartney, Lady Gaga, Pink, Rod Stewart, Kylie Minogue, Anita Dongre, Vidhu Vinod Chopra, Rocky S and big brands like Pepsi, Airtel, Micromax, AXE, Kurkure, Tropicana, Nerolac, etc. It is the only platform to boast of over 3,00,000 artists and a 40-member outreach across the globe. Talenthouse India, a part of Reliance Entertainment Pvt. Ltd., based in Mumbai will oversee growth and business in India and Southeast Asia. It will focus on nurturing fresh and creative talent in the country and provide opportunities for collaboration at an international level as well. Talenthouse will connect with artists across film, fashion, music, photography & art on collaborative projects.

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