



MEDIA RELEASE

***KHULLJA SIM SIM* RETURNS ON BIG MAGIC TO ENTRALL AUDIENCES**

CURRENT NO 2 DAYTIME SHOW IN THE USA, NOW EXCLUSIVELY ON BIG MAGIC

LOCALIZED & PRODUCED IN THE HINDI HEARTLAND – UP, MP, BIHAR & JHARKHAND

OPPORTUNITY FOR AUDIENCES TO BE PART OF THIS EXCITING SHOW

GREAT OPPORTUNITIES FOR BRAND ENDORSEMENTS, PRODUCT PLACEMENTS, SAMPLING

PERFECT WINDOW TO THE HINDI HEARTLAND FOR BRANDS

Mumbai, April 11, 2012... **BIG MAGIC**, India's first variety entertainment channel for the core Hindi heartland from the Reliance Broadcast Network stable, featuring locally relevant entertainment around Humor, Movies, Reality, Talent Hunts and Action Sports further strengthens its offerings with the introduction of Indian television's most successful game show '*Khulja Sim Sim*' (**KJSS**).

The show which is a local adaptation of the international format Let's Make A Deal is currently USA's No. 2 day time show. BIG MAGIC has acquired exclusively rights for the format from Fremantle, for the Hindi Heartland.

The fun-filled game show is a no brainer based on intuition and luck, making it an ideal opportunity for anyone to participate. An extensive 'call for entry' promotion across multiple media, in the Hindi Heartland will invite consumers to participate and get a chance to be on the show. And the entire show will be shot in UP and MP with local audiences from across the region participating.

KJSS is a simple and entertaining game format. The host of the game show randomly picks up participants from the studio audience. The participant has to trade between various options and gets the chance to win a jackpot. The participants usually have to weigh the possibility of an offer being made for a valuable prize, or a potential undesirable item, or a *tai tai* fish! Participants stand the chance of winning crores worth of prizes from jewellery to electronic goods and even a luxury car!

The beauty of KJSS is the excellent opportunity marketers of any product category – FMCG, Automobile, Electronics, Travel & tourism, Home fittings, financial products, fashion brands, retail brands etc, have to showcase their offerings through this game show. The show has ample opportunities for in show product placements, product/feature descriptions, pushing product sampling etc making it a dream destination for any marketer.

The show, which is slated to go on the floors shortly, will soon be announcing a leading celebrity as the host of the show. The show is being produced by **BIG Productions**, the television content production division of Reliance Broadcast Network Ltd.

Khulja Sim Sim will be promoted through an aggressive multi media campaign, featuring TV, Radio, OOH, Print, Digital, Cable, Cinema across the Hindi Heartland to ensure that audiences are aware of their new addiction on television.

The Company said in a statement, "We are very happy to bring this successful world renowned game show exclusively on BIG MAGIC. Keeping with our commitment to give audiences in the Hindi Heartland a unique entertainment experience KJSS gives our viewers a once in a life time opportunity to participate in a game show of this stature and win big for themselves on Television! And for our advertisers what better opportunity to showcase their brands and product features than this show!"

Additionally, when clubbed with the region's No. 1 FM station – **92.7 BIG FM**, which boasts of presence across 11 stations in the region, offers unparalleled and an integrated media offering to marketers.



Stay tuned to BIG MAGIC as *Khullja Sim Sim* makes its way to win the hearts and homes of Central India as never before.

Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a multi-media entertainment conglomerate with play across radio, television, intellectual properties 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 – A joint venture with CBS Studios International, USA's No. 1 TV broadcaster which has launched 4 Channels, BIG CBS Prime, BIG CBS Love, BIG CBS Spark and the first international Punjabi Channel Spark Punjabi; BIG MAGIC – marked the Company's entry into the regional entertainment space, positioned as India's only Channel exclusively for the Hindi Heartland. Added to this robust bouquet, the Company also distributes Bloomberg UTV, India's premier business news channel. In the space of live entertainment the Company has BIG LIVE a division which develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms and synergizing excellently with this division is BIG PRODUCTIONS a division which functions as a television content production house catering to the diverse creative needs of the Indian television landscape. For more information, log on to: www.reliancebroadcast.com