

MEDIA RELEASE

BIG MAGIC LAUNCHES WEEKEND PROPERTY 'SHAHI SHANIVAAR' WITH HAR MUSHKIL KA HAL AKBAR BIRBAL

NEW ONE HOUR EPISODES WITH SPECIAL STARS FOR EVERY SATURDAY STARTING NOV 1st

Mumbai, October 29, 2014: BIG MAGIC, the flagship Hindi general entertainment channel from Reliance Broadcast Network brings another new offering in its bouquet of innovative and entertaining comedy line-up. Riding on the immense popularity of *Har Mushkil Ka Hal Akbar Birbal*, it extends the comedy now also on weekends with a one hour new episode every Saturday at 9pm. This new weekend property titled as '*Shahi Shanivaar*' on the backdrop of its royal splendour, magnificent look and historical stories, it aims to retain its audience attention even on weekends.

BIG MAGIC, chatpata har pal, stands for being entertaining ridden with comedy, backed by festivals, faith and fantasy. This exquisite property '*Shahi Shanivaar*' is now going to make Saturdays equally enthralling and entertaining with new episodes backed by history and presence of celebrities. Beginning November 1st, 2014, popular artist and celebrity Chetan Hansraj will be a part of a major conspiracy plot this will be followed by an episode on Vishkanya on November 8 and a Maha-episode on November 15. Each of these episodes will also be integrating local festivals from the Hindi heartland that characterises India and is backed by strong local research and insight.

Commenting on announcement of Shahi Shanivaar, **Mr. Lavneesh Gupta, COO, Reliance Broadcast Network**, said, "We are delighted to announce a weekend property called 'Shahi Shanivaar' on the popular show Har Mushkil Ka Hal Akbar Birbal that keeps up the historical comedy quotient on Saturdays too. The one hour shows will have new and interesting plots backed by historical research on the backdrop of royal splendour and special appearances by celebrities. We have maintained the same timing of 9pm so that from Monday to Saturday our audience experience the show sometime thus offering greater value and consistency for marketers."

BIG MAGIC is available across key DTH players ranging Airtel, Videocon, DD Free Dish, Dish TV, Reliance Digital TV along with Hathway, Incable, Digicable, DEN, 7 Star, ABS, Siticable, Star Broadband and GTPL amongst others.

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.