



MEDIA RELEASE

92.7 BIG FM JOINS HANDS WITH MANGAL ENTERTAINMENT AND 3RD ROCK MULTIMEDIA FOR NAVRATRI UTSAV

ANNOUNCES “SABSE BIG NAVRATRI” WITH DANDIYA QUEEN FALGUNI PATHAK

BAGS EXCLUSIVE RIGHTS TO COVER BIGGEST NAVRATRI CELEBRATION IN THE COUNTRY

Mumbai, October 4th, 2012: 92.7 BIG FM, India's No. 1 FM radio network and winner of the Golden Mikes Broadcaster of the Year award today announced its exclusive partnership with Mangal Entertainment and 3rd Rock Multimedia to showcase Dandiya Queen Falguni Pathak's Navratri Utsav through its Sabse BIG Navratri campaign from October 16th to October 24th at Goregaon Sports Complex. With a footfall of close to 80,000 people, the Navratri Utsav will be the biggest dandiya celebration in the country.

Navratri is the biggest festival in the country and Falguni Pathak is the unprecedented Dandiya Queen. Falguni's incredible talent, magnetic stage presence and power-packed performances has kept dandiya enthusiasts entertained over the years and made her the most sought after celebrity not only in India but also internationally. As the exclusive radio partner for the event, 92.7 BIG FM will showcase some of Falguni's latest foot-tapping songs that have been especially created for this year's celebrations. Listeners will also stand a chance to win free entry passes to Falguni's shows through multiple contests that will keep them engaged and waiting for more.

Commenting about this incredible partnership, a **92.7 BIG FM spokesperson** said, "Falguni Pathak is a name to reckon with when it comes to Navratri celebrations. It is a matter of great pride for us that Falguni, Mangal Entertainment and 3rd Rock Multimedia have chosen 92.7 BIG FM to be the official radio partner for her much awaited Navratri Utsav celebration. With the promise to constantly showcase new and interesting content to our listeners, we are sure that our Sabse BIG Navratri campaign will keep them engaged."

About Reliance Broadcast Network Ltd.

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

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