



## ‘BIG MAGIC’ strengthens its leadership with exciting new offerings

~ Unveils a new line up of shows in the humor and children’s genres~

**October 10<sup>th</sup>, 2011...** **BIG MAGIC**, India’s No 1 regional variety entertainment Channel for the core Hindi heartland from the Reliance Broadcast Network stable, featuring locally relevant entertainment around Humor, Reality, Music & Bollywood is adding in new magic to its programming. True to its promise to deliver variety entertainment relevant to different target groups, beginning October 10<sup>th</sup> **BIG MAGIC** will feature special bands, pumping up its humor quotient as well as programming for **children**.

2 shows for children **Super Sunny** and **Junior G** will be launched on early evening slots 5.30 to 6.30 pm, a slot that commands high viewership amongst children. This is closely followed at 7:00 pm by **Tu Tu Main Main** – the iconic *Saas Bahu* comedy serial and at 7.30 pm the India **premier of Naadaniyaan** – a sitcom which is sure to leave the heartland in splits. On weekends the channel will also feature **Zabardast Wrestling** a fun and highly entertaining sports show. These new additions to the programming lineup, promise to enhance appeal for the channel and build on its current leadership position.

### HUMOR

**Naadaniyaan:** is a situational comedy based around three characters - Yasir, Danish and Nida. What do you get when you bring together a clueless husband, his selfish brother and his moody and always suspecting wife? .....lots and lots of *Nadaaniyaan* of course. They are always upto all sorts of pranks, sometimes fooling those around them and sometimes being taken for a ride themselves. With side splitting comic situations and the actors’ fabulous comic timing, this is one sitcom that will definitely leave you rolling on the floor.

*Tune in: Monday to Friday at 7.30 pm exclusively on BIG MAGIC.*

**Tu Tu Main Main** is back: Televisions most hilarious *saas-bahu jodi* will now keep the Hindi heartland in splits. The show is all about real life humor and has appeal across age groups. The politics between the *saas-bahu* is so full of humor, with each episode climax showcasing the love and inseparable relationship that they share. The show enhances the relation between daughter in law and mother in law in true sense.

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### KIDS

**Super Sunny:** A kids fantasy and adventure series, **Super Sunny** is the story of Sunny and his friends, who on their adventures encounter super natural powers, evil genies, haunted masks, aliens ...and Monty, their arch rival. There’s magic that will leave kids spell bound, exciting thrill and loads of fun and laughter, offering our small sized friends large sized surprises.

*Tune in: Monday to Friday at 6.00 pm exclusively on BIG MAGIC*



**Junior G:** The show presents India's first super boy Gaurav, a 12 year old lad who is an ordinary boy, like any other kid his age. Suddenly he is bestowed with divine super powers and is chosen by God to fight evil as **Junior G**. This TV serial is adventurous, bewitching fantasy that has everything that parents want kids to watch. With its magical visual effects and larger than life adventure, kids are sure to be hooked to the show.

*Tune in: **Monday to Friday at 5.30 pm, exclusively on BIG MAGIC.***

**Zabardast Wrestling:** This is an international sports format dubbed in Hindi. This is a unique format which sees wrestlers wear masks while they fight. The mask holds a key significance and losing the mask to your opponent is considered as the ultimate insult. This free style wrestling program, dubbed in Hindi, will be exciting for kids & young adults alike, with high drama and hard-hitting action, never seen before on Indian television. Stay tuned to watch the masked wrestlers' rope hanging, trailblazing & death defying actions...all on **Zabardast Wrestling**.

*Tune in: **Saturday and Sunday at 7.30 pm, exclusively on BIG MAGIC.***

The new shows are being promoted through an aggressive multi media campaign, featuring TV, Radio, OOH, Print, Digital, Cable, Cinema across the Hindi Heartland to ensure that audiences quickly sample these new offerings on the channel.

Speaking on the new programming, **Anand Chakravarthy, EVP Marketing RBNL & Business Head, BIG MAGIC**, said, "We have already received phenomenal response to the channel, taking it the No. 1 position in the heartland. The new programming will further strengthen our position in the market as we stand by our promise of offering variety entertainment to our audiences. Children account for a high viewership base on television and certain bands are dominated by the 4-14 year-olds, which led us to offer specific shows for them. Given the high affinity for comedy amongst 15+ audiences, we are also introducing new shows in relevant time bands to cater to this group. We are confident that audiences will enjoy this content, and marketers will see even greater value in associating with the brand."

BIG MAGIC is distributed across all cable operators across the states of UP, MP and Bihar and spread across the likes of DEN, Digicable, WWIL, Hathway, Darsh and Maurya amongst others, reaching over 1.4 crore viewers on an average over 4 weeks, in the heartland. The Channel is placed on S-band, ensuring the channel is among the first 30 channels on the television sets, placed among the top Hindi GEC's.

#### **About 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. 92.7 BIG FM – India's largest FM Network with 45 stations, reaching over 3.57 crores Indians each week. BIG CBS – A joint venture with CBS Studios International, USA's No. 1 TV broadcaster which is launching 3 Channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark. BIG MAGIC – marks the Company's entry into the regional entertainment space. The Channel is positioned as India's only Channel exclusively for the Hindi Heartland, featuring locally relevant entertainment around humor, music and Bollywood. BIG LIVE – This division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms. BIG STREET – In the business of acquiring and marketing of long term premium out of home inventory. BIG PRODUCTIONS - This division 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](http://www.reliancebroadcast.com)*

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