



## **BIG MAGIC BANEGA CROREPATI**

**Clocks close to 1 crore audiences across the heartland with new prime time shows Lo Kallo Baat, Umar Sharif, BIG Fighting Champion and more...**

**July 7<sup>th</sup>, 2011 - BIG MAGIC** India's first exclusive channel for the core Hindi heartland from the Reliance Broadcast Network stable, clocks close to **1 crore** mark this week (Week 27—TAM ratings) on the back of its fresh prime time shows. With the overwhelming response that the shows received, BIG MAGIC almost doubled the size of the audience from its nearest competition in UP, MP and Bihar.

The new prime time shows like **Lo Kallo Baat**, featuring funny man Aman Verma and his toli that make an instant connect with the local populace through gags on local news, recognizing local achievers and talent, fun interactions from local hotspots and A grade Bollywood and TV celeb interviews ; '**Umar Sharif presents Koi hain jo hame hassaye, where the king of comedy from across the border looks for stand up comedians who can make him laugh, BIG Fighting Champion, an international format on mixed martial arts action sports that connects with the law of the fist nature of the hindi hearland** amongst others, have made BIG MAGIC the most watched channel among regional channels in the Hindi Heartland within a record breaking time of under 3 months of launch. The channel has overtaken long established channels like Mahuaa TV, Dabaang, Dhamaal, Sahara Samay, Zee News UP, and a host of others. (Refer to table below--Source TAM- Week 27 CS 4+, UP+MP+BIHAR)

The Channel derives huge synergies with RBNL's leading radio brand – 92.7 BIG FM, the no. 1 radio network in this region, operating **11 Stations** in the heartland. This provides an excellent opportunity for brands to integrate on TV and Radio in the region.

With a refreshing programming lineup of Bollywood, Movies, Action sports, Humor and Music, backed by strong distribution and innovative marketing initiatives, the channel has risen straight to the top!

BIG MAGIC is being 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 approximately 10 mn households in the heartland. BIG MAGIC is also being supported with a high decibel integration plan on 92.7 BIG FM, Outdoor, Mall Activation, play-out seeding in malls, print, local cable, and high penetrating transit media like bus branding, autos and tempo branding.



**About Reliance Broadcast Network Ltd.**

*Reliance Broadcast Network Limited is a multi-media 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. For more information, log on to: [www.reliancebroadcast.com](http://www.reliancebroadcast.com)*