

**Media Release:-**

## **Samsung & UK Infrastructure, partner RBNL's 'Big Rising Star Awards'**

**Mumbai, 21 July 2011:** The hottest IP Platform from the Reliance Broadcast stable – 'Big Rising Star Awards' has bagged Samsung and UK Infrastructure as partners for the awards. A creation of BIG LIVE – the intellectual property (IP) division of RBNL; 'Big Rising Star Awards' will be rolled out across 8 markets in India and customized in 8 languages with a total reach of 3 million. Big Rising Star Awards has roped in leading media and TV partners from each state to broadcast this very exciting intellectual property which will recognize today's stars who have the promise to become tomorrow's superstars.

Currently positioned as the country's biggest ever entertainment new talent acknowledgement platform, the '**Big Rising Star Awards**' is the first to customize its local talent search in over seven regions (covering languages of Marathi, Telegu, Kannada, Tamil, Bangla, Punjabi, Hindi & Rajasthani) with talent categories across TV, Movies, Theatre, Fashion, Sports, Dance and Singing. The awards not only cover all domains comprising entertainment but also cut across SEC demographics. In keeping with its name, followed by the core positioning '**Aaj Ka Star, Kal ka Superstar**', the awards will acknowledge the promising talent and stars of today, who are poised to become superstars of tomorrow.

Samsung will be sponsoring the Kannada awards, while UK Infrastructure the Punjabi Awards. TV partners roped in are ETV for Marathi, Kannada, Telegu, Rajasthan and Bangla and BIG MAGIC for MP, UP and Bihar. News Partners onboard are Channel 10 for Kolkata, Zee 24 Taas for Mumbai. Print partners include Sakshi for Telegu awards, Kannada Prabha for Kannada awards, Punjab Kesari for Punjabi Awards, The Hindu for Tamil awards and Bengal Post and Sakalbela for Bangla awards.

**Rabe. T. Iyer, Business Head - Big Live** said, *"We are extremely happy to have the support of Samsung and UK Infrastructure as we get ready to roll the biggest ever awards, recognizing new talent, in India. This platform offers advertisers and marketers to strike a conversation in key territories with high engagement and excitement pre-built with the TG. It is also one of the few award shows which is 'customized' as per the regional sensibilities keeping in mind the tastes, interests and entertainment appetite of India – enabling brands to interact in a safe environment across multi-mode media formats. We look forward to making this platform India's greatest platform for encouraging the Rising Stars of tomorrow."*

The BIG LIVE division of RBNL is India's largest intellectual property creator which has conceptualize and executed over 23 strong properties in just the last year alone, while leveraging the strength of RBNL's broadcast network in Television, Radio, OOH and Digital.

The awards will offer a platform to reach out to the upcoming stars across the regional markets. By covering a vast geography of the country with presence in markets like Maharashtra, Karnataka, West Bengal, Punjab, Andhra Pradesh, Tamil Nadu, Uttar Pradesh, Madhya Pradesh and Bihar, the awards can safely be said to have a national footprint reaching out to millions. The awards' freshness, uniqueness of concept and intent are the driving forces already generating interest and attracting a whole horde of sponsors and partners.

The finalists will be selected by a panel of eminent jury, who are noteworthy names in the industry. Once the nominees are selected, it will be put forth to the audiences across the 92.7 BIG FM networks, to vote for their most favourite and promising rising star.

**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)*