



MEDIA RELEASE

92.7 BIG FM CHENNAI'S RJ BALAJI NAMED AS ONE OF THE TOP 10 PROMISING PERSONALITY OF TAMIL NADU IN 2012

HONOUR REINSTATES POPULARITY OF RJ BALAJI AMONG LISTENERS IN CHENNAI

Mumbai, 28th December 2012: 92.7 BIG FM's Chennai Station's RJ Balaji has been honoured with the title of **one of Top 10 Promising Personalities of Tamil Nadu**. The recognition, bestowed upon him by the Ananda Vikatan Group reinstates his popularity in Chennai which have also previously won him awards like RJ of the Year (Tamil) and Best Programme Broadcast after 11am (Tamil) for his show '**Take it Easy with RJ Balaji**'. With the fellow awardees in the Top 10 Promising Personality of Tamil Nadu in 2012 being from across fields including sports, politics, literature among others, RJ Balaji's award showcases his versatility and popularity among listeners in Chennai.

Balaji Patturaj popularly known as RJ Balaji hosts Chennai's most-loved radio show called '**Take it Easy with RJ Balaji**' every day between 5pm to 9pm has been a great hit among the residents of the city. The show has not only received accolades and applauses from listeners on-air but has built enormous fan following on digital medium as well with **RJ Balaji** and his show having **received over 1 crore hits in social media across 197 countries**.

Congratulating RJ Balaji for this achievement, a **company spokesperson** said, "We at 92.7 BIG FM are very delighted and privileged to have such talented RJ on board that builds on the faith amongst listeners and continues to enthrall and entertain them at every level. It's an honour for RJ Balaji to have received this award and the entire team at 92.7 BIG FM would like to congratulate him for his accomplishment which has brought great honour even to us."

On receiving this honour, **92.7 BIG FM Chennai's RJ Balaji** said. "I feel it is a great responsibility than honor. Earlier when I was awarded as the Best RJ on various occasions it meant that I have been the best in my field, but now having been identified as one of the Top 10 Promising Personalities of Tamil Nadu is a huge responsibility and I will surely try to live up to it. I could not have asked for a better place to work than 92.7 BIG FM as the team here supports and motivates me in whatever initiative I undertake."

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a 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. The company 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, as well as a regional General Entertainment Channel for the PCHP region called Spark Punjabi; BIG RTL THRILL – the first channel from the Company's joint venture with Europe's RTL Group, targeted at male audiences with the tag-line 'Action ka Baap'; BIG MAGIC – a regional General Entertainment Channel for the Hindi heartland, which has also expanded into the US, Canada and Australia under the brand name BIG MAGIC INTERNATIONAL; BIG PRODUCTIONS – the television content production division that caters to the creative needs of the diverse Indian television landscape, and BIG STREET – which acquires and markets long term premium out-of-home inventory. Reliance Broadcast Network also distributes Bloomberg TV India, the country's premier business news channel as part of its television bouquet. For more information log on to www.reliancebroadcast.com

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