



MEDIA RELEASE

92.7 BIG FM'S TRIVANDRUM STATION BAGS 'BEST REPORTING AWARD' AT 17TH INTERNATIONAL FILM FESTIVAL OF KERALA

TOP HONOUR ADJUDGED BY JURY COMPRISING OF MEDIA EXPERTS

Mumbai, January 9th, 2013: 92.7 BIG FM's Trivandrum Station, has bagged top honours at the recently concluded **17th International Film Festival of Kerala (IFFK)**. Adjudged as the best reporters at IFFK by media experts, the station was presented the '**Best Reporting Award**' by **popular Bollywood Filmmaker Priyadarshan, Kerala Chief Minister Oommen Chandy, and Kerala Film and Sports Dept Minister K B Ganesh Kumar**.

Having covered the 17th International Film Festival of Kerala extensively, along with **competing private radio broadcasters in the region like Radio Mirchi, Red FM and Club FM**, and **national broadcaster AIR**, 92.7 BIG FM emerged victorious as the best reporting radio network at the event. Being India's largest FM station with **presence across 45 cities** and a **weekly reach of 4.1 crore**, the brand has taken FM as a medium of entertainment beyond the metros while offering consumers and advertisers with multiple opportunities to reach their target audiences.

Commenting on the receipt of the award, a company spokesperson said, "We are extremely honoured to be awarded the Best Reporting Award at the 17th International Film Festival of Kerala. Being adjudged by a jury consisting of media experts humbles us and encourages us to put in huge efforts to provide the best content to our listeners. We would like to express our sincere gratitude for the support and inspiration and hope to continue engaging listeners across Trivandrum through our campaigns."

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a media entertainment conglomerate with play across radio, television, intellectual properties and television production. 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 and is positioned as the ultimate action destination; 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. 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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