



MEDIA RELEASE

AMAN VERMA BACK AS HOST OF KHULLJA SIM SIM; EXCLUSIVELY ON BIG MAGIC

SHOW TAILORED AND SHOT IN THE HINDI HEARTLAND

OPPORTUNITY FOR AUDIENCES AND MARKETERS TO BE PART OF THIS EXCITING SHOW WITH AMAN VERMA

Mumbai, May 11, 2012... **BIG MAGIC**, India's first variety entertainment channel for the core Hindi heartland from the Reliance Broadcast Network stable, featuring locally relevant entertainment around Humor, Movies, Reality, Talent Hunts and Action Sports announces the coming back of Aman Verma as the host for its show '*Khullja Sim Sim*'. The show which is a local adaptation of the international format Let's Make A Deal is currently USA's No. 2 day time show and is known to work excellently with the Indian market. BIG MAGIC has acquired exclusively rights for the format from Fremantle, for the Hindi Heartland.

Aman Verma has already enthralled the audiences as the host to the show with his ace skills as the anchor, skillfully tempting audiences and sharing their excitement when they won, while cheering those who didn't. As the show returns on **BIG MAGIC**, the Channel is excited to have the very brilliant and able host back with them as no one could do this better than the man who hosted the first season of the show. Aman will be seen offering participants the options to weigh the possibilities of an offer being made for a valuable prize, or a potential undesirable item, or a *tai tai fish*! Participants stand the chance of winning prizes worth lakhs from jewellery to electronic goods and even a luxury car! The skillful and extremely proficient delivery by Aman Verma will see him creating the necessary excitement for viewers of the show and poses an excellent platform for brands across FMCG, automobile, electronics, travel & tourism, home fittings, financial products, fashion brands, retail brands etc. Given that the host, is an extremely critical part of this show - designed to create ample opportunities for in show product placements, product and feature descriptions, pushing product sampling and more, the style of delivery and audience engagement was key.

With a huge fan following in the Hindi heartland, his ability to connect with audiences and create the MAGIC of the game show, Aman Verma was the finest and most natural choice for the game show.

Khullja Sim Sim will be promoted through an aggressive multi media campaign, featuring TV, Radio, OOH, Print, Digital, Cable, Cinema across the Hindi Heartland to ensure that audiences are aware of their new addiction on television. The radio offering of the region's No. 1 FM station – **92.7 BIG FM**, which boasts of presence across 11 stations in the region, offers unparalleled and an integrated media offering to marketers.

KJSS launches in sync with BIG MAGIC's recent campaign called '100%UP Wale/100% MP Wale' which has been designed to increase awareness and empower consumers with adequate information to make the right choice when choosing their set top boxes, while enabling operators to build their brand equity. BIG MAGIC is being distributed as part of Reliance Broadcast Network's television channel bouquet which boasts of seven robust and well crafted channels, ready to benefit from the digital wave.

Stay tuned to BIG MAGIC as Aman Verma is making its way to win the hearts of Central India as he says '*Khullja Sim Sim*'

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. It 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 – A joint venture with CBS Studios International, USA's No. 1 TV broadcaster which has launched 4 Channels, BIG CBS Prime, BIG CBS Love, BIG CBS Spark and the first international Punjabi Channel Spark Punjabi; BIG MAGIC – marked the Company's entry into the regional entertainment space, positioned as India's only Channel exclusively for the Hindi Heartland. Added to this robust bouquet, the Company also distributes Bloomberg UTV, India's premier business news channel. In the space of live entertainment the Company has BIG LIVE a division which develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms and synergizing excellently with this division is BIG PRODUCTIONS a division which 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