



MEDIA RELEASE

ACTOR VIVEK OBEROI JOINS HANDS WITH 92.7 BIG FM TO FLAG OFF 'CIGARETTE BHUJAO LIFE BANAQ' CAMPAIGN ON 'WORLD NO TOBACCO DAY'

Mumbai, May 30, 2012... On **World No Tobacco Day** India's No. 1 Radio Network and Broadcaster of the year at Golden Mikes, **92.7 BIG FM** Mumbai Station, launched a noble campaign '**Cigarette Bhujao Life Banao**', in its endeavor to contribute to the welfare and development of society. **Vivek Oberoi**, a strong anti tobacco campaigner, joined hands with 92.7 BIG FM to sign a pledge against smoking at the BIG FM studio with **RJ Ankit**. To promote this cause and enable widespread awareness amongst the audience, across the city of Mumbai, the actor signed '**Ouit Smoking**' on huge cigarette caricature cut-out which will be placed in the Infiniti Mall, Andheri premises, so that people can support the campaign and spread awareness on the ills of tobacco.

The campaign takes on the pressing issue of smoking and the various harms related to smoking, which have ended many lives. This campaign by 92.7 BIG FM is an extension of the larger campaign called 'Mumbai Manao, Life Banao' which celebrates the spirit of Mumbai. As part of the campaign for **World No Tobacco Day**, 92.7 BIG FM's RJ Ankit spoke to various celebrities like Vivek Oberoi, Javed Jaffrey, Ayushmann Khurrana on dangers of smoking and its effects. Besides this listeners shared their experiences and doctors gave tips.

Actor Vivek Oberoi has been associated with the Cancer Patient Aid Association (CPAA) for over ten years. This opportunity with 92.7 BIG FM gives him another platform to spread awareness across a wider audience. Vivek while speaking to RJ Ankit said he strongly felt about the need to spread the message of the dangers of smoking and how tobacco related diseases like cancer, tuberculosis can wreck the lives of individuals and their families alike. Vivek Oberoi also shared insights and anecdotes from his upcoming movie 'Kismet Love Paisa Dilli'.

Commenting on this initiative, **Company Spokesperson** said "As the leading media brand that reflects the city's passions and emotions, we believe in using our medium – radio to spread awareness and promote noble causes which are of relevance to the society. This campaign has been conceptualized to draw attention towards World No Tobacco Day. As a brand that celebrates Mumbai's passions, this is our way to create awareness and draw people away from using tobacco."

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. 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; In the out of home space, the Company has **BIG STREET** – which is in the business of acquiring and marketing of long term premium out of home inventory. For more information, log on to: www.reliancebroadcast.com*