



MEDIA RELEASE

'FERRARI KI SWAARI' STAR CAST BOMAN IRANI AND SHARMAN JOSHI CELEBRATE FATHERS DAY ON 92.7 BIG FM

REEL LIFE FATHER AND GRAND-FATHER SHARE WHAT ITS TAKES TO BE A GOOD DADDY!

Mumbai, 14th June 2012: 92.7 BIG FM, India's No. 1 Radio Network and Broadcaster of the year at Golden Mikes, celebrated Father's Day with stalwart **Boman Irani** and versatile actor **Sharman Joshi**, the cast of the upcoming movie *Ferrari Ki Sawaari*. Both actors, who play father and grandfather in the film talked about the hilarious experiences, the energy, getting into the roles and what it takes to be a good daddy – both in reel life and real!

While Sharman plays father to a young boy, Boman plays grandfather and in keeping with the occasion of Fathers Day and their soon to launch film, they shared with audiences their experiences of dealing with the kid on the film, the *masti* on the sets and about their very own childhood.

From sharing their own personal experiences to fun debates on what route would be the best for a father to take when disciplining his child, to whether a father should be a friend or a mentor or a role model, to how to have fun with the child and build a long lasting bond, the stars shared it all...leaving listeners with enriching tips on being a father and making it a show that all daddies should definitely tune into!

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 with 4 Channels - Prime, Love, Spark and the first international Punjabi Channel - Spark Punjabi; **BIG MAGIC** – positioned as India's only variety entertainment Channel for the Hindi Heartland; **BIG PRODUCTIONS** – the television content production division of the Company caters to the creative needs of the Indian television landscape; **BIG STREET** – acquires and markets long term premium out of home inventory. The Company also distributes **Bloomberg UTV**, India's premier business news channel as part of its television bouquet. For more information log on to: www.reliancebroadcast.com*