

## MEDIA RELEASE

### **TV ACTOR MANISH GOEL TO CO-HOST FOR BIG MEMSAAB WITH NATASHA SHARMA**

**Mumbai, June 20, 2012:** After the phenomenal success and incredible response received over the last season in the Hindi heartland for India's only Reality Show for housewives - **BIG MEMSAAB**, the show, now in its 5th season, is witnessing overwhelming response once again. Adding to the charm and appeal of the show, which is currently hosted by television actress **Natasha Sharma**, the show now introduces another television personality, TV actor & model, **Manish Goel** as co-host. The show, that brings forth the woman power and their unimaginable talent, in the company of a male host like Manish will bring in excellent synergies to the show..

Manish understands dreams, aspirations and the yearning to create one's own identity. As a young Delhi boy, who left home to come to Mumbai – the city of dreams, Manish has had a fair share of struggle to make it, as he fought parents who pleaded with him to return home, while he remained firm on not giving up his dream. Backed with self experience and an understanding of what it takes to get an appropriate reckoning for talent, Manish can truly relate with participants of central India who wish to create a mark for as they win the coveted title of BIG MEMSAAB.

The camaraderie between Natasha Sharma and Manish Goel will see the perfect blend of *masti* and *josh* on the show, something audiences will thoroughly enjoy!

BIG MEMSAAB will be hosted across the 6 cities of Madhya Pradesh, Bihar and Jharkhand viz Bhopal, Indore, Gwalior, Patna, Ranchi, Jamshedpur wherein 3 finalist will be selected from each city who will be competing for the crown of BIG MEMSAAB. Conceptualized and initiated by 92.7 BIG FM and BIG MAGIC, the property facilitates a platform for the women of central India to showcase their hidden talent and skills which deserves recognition and appreciation from the society. Thus we have ordinary women, showcasing their extra ordinary talent!

BIG MEMSAAB is being 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.

Speaking on co hosting the show, Manish Goel said, "I am very excited to be part of this show. I believe there is much talent and desire to showcase talent in cities beyond the metros, but a platform was lacking. BIG MEMSAAB offers housewives an opportunity to create a new identity for themselves, which is great! I look forward to working with Natasha and the entire team to making it truly BIG!"

**Stay tuned to BIG MAGIC as BIG MEMSAAB makes its way to win the hearts and homes of Central India as never before with Manish Goel.**

#### **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](http://www.reliancebroadcast.com)*