



BIG MEMSAAB, UP's popular radio reality show expands across 13 states of India in Season 5

~ A platform for the women of India to showcase their hidden talent ~

Mumbai, February 21st, 2012: With phenomenal success and incredible responses received over the last four years in the Hindi heartland, India's popular reality-based radio show and on-ground property **BIG MEMSAAB** now in its 5th Season will be launched across **13 states of India** viz. Punjab, Maharashtra, Andhra Pradesh, Karnataka, West Bengal, Kerala, Tamil Nadu, Gujarat, Orissa, Rajasthan, Madhya Pradesh, Bihar & Jharkhand. After the 4 consecutive & exceptionally successful seasons in UP. 92.7 BIG FM is all set to take this property across more cities in the above states. Conceptualized and initiated by India's largest Radio Network and Radio broadcaster of the year at Golden Mikes, 92.7 BIG FM facilitates a platform for the women of India to showcase their hidden talent and skills which deserves recognition and appreciation from the society. Thus we have ordinary women, who have extra ordinary talent participating.

BIG MEMSAAB Season 5 promises to be bigger than it has ever been attracting a wider range of audiences across India. For the promotion of this show 92.7 BIG FM will be utilizing its extensive in-house media networks including Radio, Television, Digital and Outdoor. This 360 degree campaign will allow excellent visibility for the advertiser's products and services.

BIG MEMSAAB Season 5 promises to enthrall everyone as it brings women from different walks of life together to present their creativity and talent, be it singing, dancing, arts or crafts. Contestants from each city will be shortlisted for 4 rounds followed by elimination in each round. The extravagant grand finale will have contestants from each city battling it out with one another to bag the final title and crown of BIG MEMSAAB 5.

All in all BIG MEMSAAB allows for maximum consumer engagement offering something refreshing & path breaking to the advertisers, listeners, viewers and participants alike.

Commenting on this Company Spokesperson said, "We have always believed in entertaining and engaging our audiences by initiating unique concepts that will connect us directly to our listeners. Considering the success this show has seen for the last four seasons in the Hindi heartland we feel the time is now right to take this woman centric property other parts of the country. Further we feel obliged to spread the social message of women empowerment far and wide and will use every resource at our disposal to spread this socially relevant message. We can promise our listeners & viewers that this exciting show will be something they have never experienced before."



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

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