

Reliance Broadcast Network Ltd. launches 'Kings Of Kavis' Surender Sharma on 92.7 BIG FM & BIG Magic

First time in India a daily show simultaneously on 2 media platforms

New Delhi, February 9, 2012: Reliance Broadcast Network Limited (RBNL) today announced the launch of their special show with Surender Sharma - one of India's most famous Hindi poets and humorists - on **92.7 BIG FM** and **BIG MAGIC**. For the very first time a top humorist will feature simultaneously on two media platforms through a single show titled '**Hasya Panchayat**'.

The famous hasyakavi, popularly known as Sharmaji and known to have caused many a laughter riot, will feature daily across 92.7 BIG FM stations in Hindi speaking regions as well as on BIG MAGIC, belting out his hilarious trademark one-liners to people's queries on different subjects related to everyday life.

Sharma ji, known for his straight faced, glum looking expression, offered fans a brilliant glimpse of his show at Shivaji Stadium Airport Metro where he, along with other eminent hasyakavis, participated in the '**Hasya Panchayat**', and made the large crowd burst into uncontrollable fits of laughter... Together with his fellow **kavis**, he presented a range of enjoyable poems and on a serious note urged listeners to reflect on modern-day issues such as inflation, corruption and unemployment. From the election fever in Uttar Pradesh and Punjab to popular Bollywood flicks such as Dirty Picture, the humorist took on some very hot topics and added his distinctive touch of humour and sarcasm to them

The 92.7 BIG FM show will entertain listeners for one whole hour every evening and will feature the best of Sharmaji's performances on a special weekend show. The comic artist will simultaneously feature on BIG Magic's daily show titled '**Hasya Panchayat**' in a special segment, where he will present viewers with his hilarious take on different topics. People from the Hindi heartland of Uttar Pradesh, Madhya Pradesh, Bihar and Jharkhand will also get to watch shorter capsules featuring Sharmaji's celebrated one-liners.

Commenting on the Occasion, Company Spokesperson said, "Few things in life can compare to the joy one gets in making someone laugh. We're proud to bring a much-loved persona like Surender Sharma into the lives of our consumers and trust his wittiness will give us many reasons to laugh. This double treat on 92.7 BIG FM and BIG Magic will ensure people never miss out on the King of Kavi's rib tickling humour."

The logo for Reliance Broadcast Network, featuring the word "RELIANCE" in white capital letters on a blue rectangular background.

Broadcast Network

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. 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. BIG LIVE - This division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms. BIG STREET - In the business of acquiring and marketing of long term premium out of home inventory. BIG PRODUCTIONS - This division 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

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