

# The Big Picture covers new ground in India

Published Mon 05 Jul 2021



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July 5th, 2021 - ITV Studios' interactive game show format The Big Picture covers exciting new ground with a commission by Viacom18 Media Pvt. Ltd. in India. The debut season, to be locally produced by Banijay Asia, will be broadcast on Colors TV; the #2 channel in India. With none other than Bollywood star Ranveer Singh as host of the show, this first series is more than promising. India will be the fifth country to pick up the format, following in the footsteps of the Netherlands, Turkey, Portugal and Thailand.

Nina Elavia Jaipuria, Head, Hindi Mass Entertainment and Kids TV Network, Viacom18, said, "At COLORS, it has been our constant endeavour to tread beyond the conventional to provide premium variety content. With a view of bringing new and enhanced entertainment experience for our viewers, we have over the years pioneered diverse genres that include dance reality shows, talent-based shows,

stunt-based shows and voyeuristic content. Breaking new boundaries of entertainment, we are extremely excited to announce one of the biggest and differentiated quiz shows - 'The Big Picture'. We look forward to presenting this extremely unique proposition to our viewers which will be helmed by superstar Ranveer Singh."

Ayesha Surty, SVP licensing at Global Entertainment, ITV Studios says, "We're thrilled to have this exciting format in India following other ITV Studios formats like The Voice and I'm A Celebrity.. Get Me Out Of Here. The Big Picture brings in viewers from home as active participants and sees a return to 'feel good television', enhancing family viewing. We couldn't have asked for a better platform than Colors TV or a more captivating host than Ranveer Singh, to bring alive this highly energetic and enthralling show."

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### About The Big Picture

The Big Picture is the next generation game show that puts viewers' knowledge to the test with a series of picture-based questions. It's a game show whereby connected players can play along in real-time from home with a studio player and could end up winning a substantial sum of money, and even the big prize.

### About ITV Studios

ITV Studios is a creator, producer and distributor of world-leading programmes that people can't get enough of. We connect millions of people every day and shape and reflect the world they live in, we are More Than TV. ITV Studios is home to some of the best creative minds, crafting over 8,400 hours of original programming across 55 production labels. Our global footprint spans 13 countries including the UK, US, Australia, France, Germany, The Nordics, Italy and the Netherlands and our global distribution business sells our catalogue of 46,000+ hours to broadcasters and platforms around the world.

ITV Studios is part of ITV PLC, which includes the UK's largest commercial broadcaster.

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