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**HUGE**

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By **Sangeeta Kumar**



EGO speaks to the Grewal brothers of JamStar Media, a producer of high-quality cross-platform content. It's has its online pilot of HUGE live exclusively on Jaman.com until December 5th.

HUGE is a sexy webisode series set in New York's world of rock, fashion, partying and hustling. It follows Izzy (Alyssa Sutherland), a 30-something model who convinces a rock band that she would be their perfect manager. The drama ensues...

Watch **HUGE** on Jaman.com @ <http://www.jaman.com/hugetheshow/>

**EGO:** Congratulations on HUGE going live with its first four episodes. HUGE is about 'models, music, money and mayhem' – tell our readers a bit about the show.

**Grewal Brothers:** It's a show that we think most people in the 18-34 age group (and above) will really enjoy. Mixing fashion, music and NY city has never been done like this before. We plan to show the real aspects of this gritty, edgy, fun, sexy and exciting world. It follows a band on the rise in NY and a Model looking for a more meaningful existence than a pretty face. All of this is set in NY city which has and is a character all on it's own.

**EGO:** How was 'HUGE' conceived?

**Grewal Brothers:** Ranjit Grewal, the middle of the the 3 co-creator brothers has been a fashion photographer since 1993. Seeing the in's and out's of that world has given him a great perspective of the true fashion world from NY to Asia and beyond. With that, there are many stories and aspects waiting to be told. Knowing that his two other brothers (RJ the oldest and Surrindar the youngest) were involved in corporate type jobs looking for more entertaining careers, they put their heads together to create the world of HUGE. They combined their collective business sense with Ranjit's fashion experience, RJ's band manager experience and Surrindar's acting experience to conceptualize the world of HUGE.

**EGO:** The promos are glitzy and the show has a distinct New York sensibility. Are you consciously limiting it to 'webisodes'?



**Grewal Brothers:** Actually, we cut it into webisodes for the Internet. We feel that our number one priority is creating good content. Internet viewers are becoming more and more educated and demanding so content is truly king. We also feel that is something that sets us apart. The Internet is a tremendous platform for distribution, but it's not our only avenue. We intend for this to be a true cross-form show that you will see on the Internet, TV and mobile because it's great content that speaks to many audiences. So, to answer your question, we will make the content first and foremost and then deliver it via the distribution platform that the audience chooses to view it in.

**EGO:** The interview would not be complete without mention of the music which is really good. As creative lead do you select the bands or do they have to audition or are these pre-recorded works?

**Grewal Brothers:** We three brothers have always been passionate about music since our mom took us to our first KISS concert in grade school. That being said, we really like new/cutting edge bands that have not yet been discovered or are at the beginning of their careers. When creating the show, we set out to find some of these bands. Some came from our own likes and opinions and some were suggested by our Music Supervisor, Stephanie Dias-Matos.

**EGO:** Jaman.com (Jaman is a favorite with EGO) has the exclusive rights to the show. Are there plans to distribute this widely?

**Grewal Brothers:** Jaman is and has been a first-class partner and we would love to work with them more in the future. Yes, we do have plans to bring it to a wider range of people using other Internet vehicles like Blip.tv and are currently in discussions for a TV distribution deal.

**EGO:** What is the Grewal Brothers production set-up like?

**Grewal Brothers:** We are a pretty small company with just 5 permanent employees. The 3 brothers, an IT

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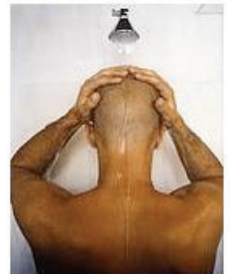
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Director and an Office Manager/Assistant. To produce the show, we hired all of our own writers and crew much like any other production company. We may bring on a few other permanent producers and writers as we go forward, but we do not have any plans to be a big "Hollywood" type of studio. Growing up in a small town gave us small town values with a very driven work ethic. We only hire people with the same values that we can enjoy being around and trust to have the same passions.

**EGO: How do you see the company evolving over the next few years?**

**Grewal Brothers:** Actually, it's pretty simple for us. We want to continue to make great content that is monetizable for a current and future generation of entertainment watchers. We have a full-scale business plan that outlines how we will reach our goals that we think is very achievable and realistic. However, as we said before, content is king. That is where it all starts and that is why we started our company. We felt that there was a big hole that could be, and needed to be, filled. Going forward, we want to continue to be that solution. So, it's simple goals, but tougher execution. We believe we have the talent, along with our partners, to be successful and profitable for many years to come.

**Images courtesy:** *Jaman.com and Jamstar Media*

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