

August 3, 2011

The General Manager
Corporate Relationship Department
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers
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Fax No.: 22722037/39/41/61/3121/3719
BSE Scrip Code: 533143

✓ The Manager
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Bandra Kurla Complex, Bandra (E)
Mumbai- 400 051
Fax No.: 26598237/38
NSE Scrip Symbol: RBN

Dear Sir/ Madam,

Re: Media Release

Please find enclosed the Media release. Kindly inform your members accordingly.

You are requested to take the same on record.

Thanking you,

Yours faithfully,

For **Reliance Broadcast Network Limited**
(formerly known as Reliance Media World Limited)



Gururaja Rao
Company Secretary & Manager



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'INDIA'S SEXIEST BACHELOR' premieres on BIG CBS Prime, with sexy hunks Ranbir Kapoor and John Abraham

~ Premieres Saturday, August 6, at 10.00 pm, airs every Saturday and Sunday, 10:00pm~

August 3rd, 2011: BIG CBS Networks Pvt. Ltd., which offers Indian audiences the latest, hottest and freshest from America and is already a hit amongst its audiences, is now customizing content to cater to local taste-buds, with the creation of high quality English language, Indian content on the Channel. High on oomph and the sexiness quotient, the series titled **India's Sexiest Bachelor** premieres on Saturday, August 6th on BIG CBS PRIME. The show, which has been conceptualized by BIG LIVE, the intellectual properties division of Reliance Broadcast Network Ltd., is an initiative that will see '**10 of India's sexiest men**' on one platform, allowing for India to select their sexiest preference, through public voting!

BIG CBS Networks' programming strategy is to allow for Indians to not just enjoy the best international content, but also cater to their taste buds for local, high quality content. Each episode will take viewers up-close and personal to the hunks, allowing them special privy into their lives. Viewers will be treated to a truly sexy weekend as the hot boys sizzle the small screen and as the hot and sensuous host **Shibani Dandekar** on a journey through the glamorous lives of the men who haunt your dreams and are an aspiration to thousands of young people of today.

With a tough set of contenders to select from, it was no mean task for the Channel to shortlist 10 top contenders who will now be voted for, by their fans from across the country.

Speaking on the show announcement, **Ms. Aparnaa Pande, General Manager, BIG CBS Networks** said, "It is our endeavor to offer the discerning English speaking audiences world class entertainment through our channels. India's Sexiest Bachelor on BIG CBS Prime is an excellently packaged show giving audiences tailor made Indian content, which appeals to their specific entertainment preferences. With the loyal fan following that these sexy bachelors have, we have set the stage for country to select **India's Sexiest Bachelor**."

The opening episode is with the heir to the *Kapoor Khaandaan*, the dashing **Ranbir Kapoor**, the rising superstar of Hindi films. Grandson of the legendary Raj Kapoor and son of the ever so endearing Rishi and Neetu Kapoor, Ranbir Kapoor once upon a time was lurking behind directors as an assistant director... and today he is being chased by directors who want to sign him in their films! Young, hot, and talented, loves fast cars, that's Ranbir ...but there's more to him than what describe him. There is no denying that the latest Kapoor on the block has managed to become a hot property in the industry, with the masses and the critics alike hailing him as the biggest contender for the Superstar throne.





Be it his penchant for hot wheels... or hot chicks... or his carefree yet adorable demeanor... there is no doubt that Ranbir was born a heart stealer-- *Sonam Kapoor, Deepika Padukone, Katrina Kaif, Nargis Fakri, Angela Johnson, Illeya De cruz* ...the list seems endless.

With his obvious good looks, charming personality, and his popularity he is the man about town. So all those who want to see him give a tough fight to his contenders: To vote for **Ranbir** log on to www.facebook.com/bigcbsprime or pick up your cell phones and punch ISB <space> <01> to 55454.

If you have finished with Ranbir there's more in store for the viewers. Take a look at our next sexy bachelor...he is handsome, he is the macho man of the masses and he is a passionate biker. He is the most adorable guy-next-door, actor **John Abraham**.

Considered by one and all as the demi God of Body and Brawn, **John** is a role model to every aspiring model and all established models aspiring to be actors. He charmed his way in to the world of modeling with his good physic combined with his dimpled smile. Soon he was the most sought after model on the fashion circuit and Bollywood was just a natural step ahead. He is one of the very few actors in the industry today who has managed to carve a niche for himself. He is a self-made man who is undeniably attractive... but when that self-made man happens to be one of the sexiest men in the world... rides some of the hottest bikes on earth... His bikes and stunts helped in making the *Dhoom* franchise a cult and **John** a superstar. **John Abraham's** popularity has sky rocketed ever since his yellow blue trunks slipped dangerously low. So much so that industry insiders claim that his butt sells more than most actors' faces!!!

So if **John** is in your definition a Sexy Bachelor, vote for him and make him the sexiest bachelor of them all! To vote for **John** log on to www.facebook.com/bigcbsprime or pick up your cell phones and punch in ISB <02> and send it across to 55454.

'**India's Sexiest Bachelor**' which will be a Saturday-Sunday show, will go on air on Saturday, August 6, at 10.00 pm only on BIG CBS PRIME. The show will be backed by heavy promotion across all the BIG CBS channels, 92.7 BIG FM and digitally.

About BIG CBS Networks Private Limited:

An equal joint venture between Reliance Broadcast Network Limited (through its subsidiary) and CBS Studios International, BIG CBS Networks is poised to change the way English language television entertainment is served to Indian audiences. The JV has launched 3 English language Entertainment Channels marking not just RBNL's, but the Reliance Group's entry into the television broadcasting space and CBS Corporation's channel entry into India.

The themed channels are targeted at India's fast-growing, upwardly mobile population and are branded BIG CBS PRIME, a premium general entertainment channel, BIG CBS SPARK, India's first international youth entertainment channel and BIG CBS LOVE, India's first ever international entertainment channel for the





contemporary Indian couple. The channels offer audiences the latest of CBS's world class and globally successful programming and are available across a network of digital and analog distribution platforms.

With Reliance Broadcast Network Limited's prolific multi-media presence and an integrated sales offering, combined with the content muscle of CBS Corporation, BIG CBS stands to make a significant impact in India's burgeoning entertainment industry. Reliance Broadcast Network Limited has a multi-media play in the spaces of Radio, Television, Intellectual Property, Out of Home and Television Production specializes in creating & executing integrated solutions for clients, across the country. CBS Studios International, the leading supplier of programming to the international television marketplace, is a division of CBS Corporation.

For further information contact:

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