

RELIANCE

Broadcast Network

BIG Digital to offer 92.7 BIG FM deferred live to Airtel subscribers, anywhere and anytime!

Spice Digital to be technology partner

Chennai, Hyderabad, Bangalore and Mumbai to go deferred live in Phase 1

Mumbai Sept 07, 2011: BIG Digital will roll out a new opportunity for Airtel subscribers by giving them 92.7 BIG FM on-the-move in whichever region of the country they are located. This service has been made possible due to BIG Digital's association with Spice Digital as the technology partner and Airtel as the operator. BIG Digital's objective with this one of a kind initiative is to tap into Airtel's huge subscriber base by giving them this innovative value add and in turn getting a captive audience across specific regions for 92.7 BIG FM.

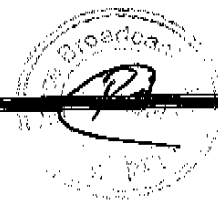
What this basically means is that if you are a Tamilian based in Mumbai you can listen to 92.7 BIG FM Chennai on your Airtel mobile sitting here. This service will be available across all the circles of Airtel.

The features of this unique proposition are FM Streaming Capability, Personalized Recommendation for users, Special content such as New Movies, Celebrity Specials etc, Channel Language Selector to provide the relevant channels to the users.

To subscribe to this service, one has to just Dial 59270 from any Airtel number.

Commenting on this initiative, **Mr. Soumen Ghosh Choudhury, Executive VP & Business Head, BIG Digital & 92.7 BIG FM** commented, "This path-breaking initiative from BIG Digital will make Airtel subscribers feel at home whichever part of the country they are in. The cutting edge technology used by our partners Spice Digital will ensure the seamless and high quality transmission of 92.7 BIG FM shows anywhere in the country".

Shehzad Azad – Head of Business Development and Alliances at Spice Digital added "We are delighted to partner with 92.7 BIG FM to bring their entire range of innovative content closer to the Airtel subscribers. The service is being launched across all Airtel circles wherein content from all 45 BIG FM stations would be available to the customer on demand wherever they are. Through this partnership we will also be able to leverage the huge media/marketing strength of BIG FM for faster adoption of this service. It is our continuous endeavor to make the mobile VAS space more exciting for the customers through fresh and innovative content and provide rich user experience through unique propositions

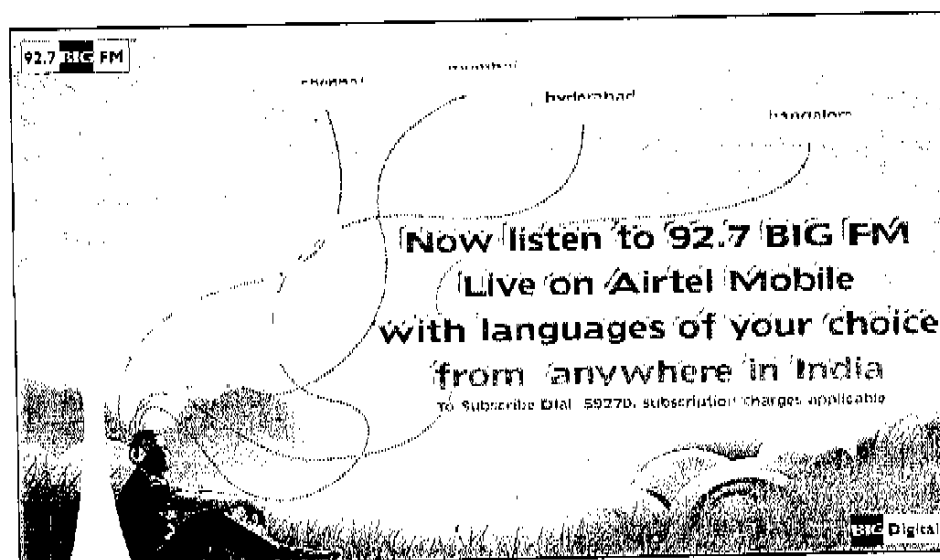


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About BIG Digital: *BIG Digital: RBNL's initiative in the digital space creating a surround of innovative digital media integrations on the mobile and online platforms. Big Digital works with fresh talent across regions in the music & entertainment space to create IP for the brand & value for its partners via digital endorsements, thereby creating platform agnostic ideas & serving of content in all forms, bringing brands and content closer to the consumer.*

About Spice Digital Limited: *Spice Digital Ltd. is one of India's leading Mobile Value Added Services (VAS) companies and offers innovative solutions for Telecom Operators, Enterprises and Government agencies using different mobile connectivity media like Voice, SMS, USSD, WAP, 3G etc.. Spice Digital today partners almost all major telecom service providers in India like Airtel, Vodafone, IDEA, BSNL, Reliance, MTNL etc., apart from providing services to international telecom players in over 15 countries across the globe. For more information visit www.spicedigital.in*



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