

BIG™

Reliance Broadcast Network Limited
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April 13, 2012

The General Manager
Corporate Relationship Department
Bombay Stock Exchange Limited
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Mumbai- 400 001
Fax No.: 22722037/39/41/61/3121/3719
BSE Scrip Code: 533143

✓ The Manager
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot no.C/1, G Block
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



Asheesh Chatterjee
Chief Financial Officer

Encl: As above

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RELIANCE

Broadcast Network

MEDIA RELEASE**SIMMI KARNA APPOINTED AS BUSINESS HEAD FOR RBNL'S BIG PRODUCTIONS**

Mumbai, April 13, 2012: Reliance Broadcast Network Ltd. (RBNL) announces a key appointment at the top level with Simmi Karna coming on board as the Business Head for BIG Productions, its television content production arm. As part of her new portfolio, Simmi will be responsible for creation and marketing of shows designed both for regional and Hindi GEC. She will also be responsible for the P&L of BIG Productions and will report to the CEO of Reliance Broadcast Network, Mr. Tarun Katial.

A Molecular Biologist by education, this creative whiz was drawn to the television industry as she began researching and writing for television way back in 1997. Over the last 15 years, she has worked across leading brands in the television industry ranging Zee, Channel V and IMG, as a writer and creative director across genres of fiction, non-fiction, sports, fashion, among others. Her last assignment prior to joining BIG Productions was with Balaji Tele Films as the Chief Revenue Officer.

Commenting on her appointment **Tarun Katial CEO, Reliance Broadcast Network Ltd.**, said, "Simmi's vast experience across a variety of genres with her erudite stamp on programming makes her an asset to the organization. Her ability to ideate and conceptualize basis audience preferences, while ensuring in line with Clients' briefs is her strength which will work excellently when coupled with her people management skills to lead the business into its next level of growth."

On her appointment at **BIG Productions**, **Simmi Karna** says, "I look forward to working with the young and dynamic team at BIG Productions. The television industry is geared for exploratory programs and these are really exciting times for TV in India. RBNL has some great properties for television and I look forward to a challenging and exciting career in television production."

About 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. It houses the following verticals: 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. Added to this robust bouquet, the Company also distributes Bloomberg UTV, India's premier business news channel. In the space of live entertainment the Company has BIG LIVE a division which develops, executes and markets Intellectual Properties, Integrated across RBNL's media platforms and synergizing excellently with this division is BIG PRODUCTIONS a division which 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

For further Information:

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