

**Reliance Broadcast Network Limited**

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March 16, 2011

The General Manager
Corporate Relationship Department
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Phiroze Jeejeeboy Towers
Dalal Street, Fort,
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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

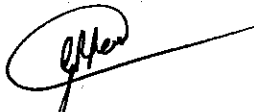
Please find enclosed the Media release. Kindly inform your members accordingly.

You are requested to take the same on record.

Thanking you,

Yours faithfully,

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


Gururaj Rao
Company Secretary & Manager



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Reliance Broadcast Network Limited announces the 'Big Regional Entertainment Awards'

~ India's first ever Regional Entertainment Awards, spread across 4 Regions ~

Mumbai, March 16, 2011: Reliance Broadcast Network's live entertainment arm **BIG Live** basking in the lineage of its national, extremely successful properties like the **BIG STAR Entertainment Awards** and the more recently concluded **BIG STAR IMA Awards**, is all set to take on the regional entertainment space. The Company announces, the biggest entertainment extravaganza – '**BIG Marathi Entertainment Awards**', '**BIG Punjabi Entertainment Awards**', '**BIG Tamil Entertainment Awards**' & '**BIG Kannada Entertainment Awards**'. Backed with its extensive network of its radio division **92.7 BIG FM** with its trained personnel spread across the regions and its deep understanding of the entertainment industry, the business is set to take the regional entertainment industry by storm and step up the excitement quotient. The '**BIG Regional Entertainment Awards**' will celebrate the enormity of talent and diversity the region has to offer. The entertainment properties are slated to be hosted across the 4 regions over the months of March and April 2011.

The first-ever '**BIG Regional Entertainment Awards**' will bring together the biggest names from each of the industries for their respective events to honor the best entertainers across the fields of television, music, movies, sports and theatre. Each of the industries - Marathi, Punjabi, Kannada & Tamil are rich in each of these entertainment offerings and deserve recognition and applaud for the work that they do. The award will have eminent personalities from the respective fraternities as the respected jury members, to ensure unbiased results.

A key highlight of the awards will be the **BIG sports personality of the year** and **BIG dancer of the year**.

Conceptualized and marketed by Reliance Broadcast Network Limited's live entertainment arm **BIG Live**, the '**BIG Marathi Entertainment Awards**' will be promoted extensively across the media verticals of Reliance Broadcast Network Limited - **92.7 BIG FM** (radio division) and **BIG Street** (out-of-home division).

Commenting on this initiative, **Mr. Rabe .T. Iyer, Business Head, BIG Live and BIG Street** said, "*BIG Regional Entertainment Awards' are the only IP properties that celebrate regional talent across their respective diverse genres. This entertainment extravaganza will create a unique platform of excellence, while salute outstanding talent for their contribution to the respective regional entertainment industry. The glitterati event will especially appeal to the regional belt of each of the regions and will set a milestone within each regional entertainment industry. This is just the beginning, and in the coming months, we aim to launch several regional entertainment awards to recognize talent from across the country.*"

Witness the excitement, celebrations and accomplishments with 'BIG Regional Entertainment Awards'

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited ("RBNL") is part of the Reliance ADA Group. One of India's youngest media houses, it has grown at a steady pace and is reckoned today amongst India's leading media businesses. RBNL currently has play in the spaces of Radio, Experiential Marketing, Out of Home and Digital and specializes in creating & executing integrated solutions for clients, across the country. Its latest business venture marks the Reliance ADA Groups entry into television, through its 50:50 JV with America's leading media house, CBS Corporation.

92.7 BIG FM - the radio brand pioneered the spread of FM entertainment with the launch of its 45 station network, reaching out to over 200 million Indians; **BIG Live** – the experiential marketing wing of the Company covers activations, events, intellectual properties and rural marketing; **BIG Street** – in the business of out of home media; and **BIG Digital** – an initiative in the digital space offering mobile and online solutions. **BIG CBS** – the television foray of the Group, will see the launch of 3 English entertainment channels in India. With Reliance Broadcast Network Limited's multi-media presence and an integrated sales offering, combined with the content muscle of CBS Corporation, **BIG CBS** stands make a significant impact in India's burgeoning television industry. All these business verticals come together to offer a truly integrated solution to clients having built significant multi-media capabilities. For more information, log on to: www.reliancebroadcast.com.

