

March 7, 2012

The General Manager
Corporate Relationship Department
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
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.

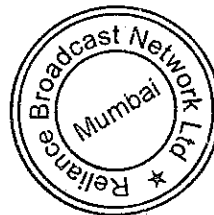
You are requested to take the same on record.

Thanking you,

Yours faithfully,

For Reliance Broadcast Network Limited


Gururaja Rao
Company Secretary & Manager



Encl: As above

Yashraj Rao appointed as National Sales Head for BIG CBS Networks' – Love and Spark

Mumbai, March 7, 2012... BIG CBS Networks announces the appointment of Yashraj Rao as the National Sales Head for its Channels – BIG CBS Love and BIG CBS Spark. As part of his new role, Yashraj will be responsible for growing sales and leading the team across the country, to grow client base and revenues for these Channels. In his current profile, he will report to Mr. Vishal Rally, Business Head – BIG CBS Networks.

With almost 9 years of sales experience across industries, this trained Pilot with the Indian Air Force holds a PGDBM from Birla Institute of Management. He began his career with Monster.com as a Corporate Relationship Manager, before moving into the Life Insurance Industry with Aviva Life Insurance as Assistant Manager, in the Corporate Sales portfolio. From there he moved to HDFC Life where he grew quickly from a Relationship Manager–Group Sales to Associate Vice President – Group Sales.

A multifunctional sales, marketing, business development and professional services executive, Yashraj comes armed with a combination of dynamic technical skills and proficient sales knowledge. His new profile marks his entry into the dynamic M&E industry, beginning an exciting new journey for him. With skill sets which include relationship building, negotiating favorable deals, securing strategic alliances and laudable client development, Yashraj is confident of being able to grow the market while offering excellent ROI to Clients through the Channels.

Speaking on the appointment, **Vishal Rally, Business Head, BIG CBS Networks** said, "Yashraj's sound background across the dot com and insurance sectors along with skill sets, when combined with his ability to listen to prospects' needs and develop solutions to meet their requirements, are what will work in his favour to lead the team to further growth. We are happy to have him on board and wish him an excellent innings at BIG CBS."

Commenting on his appointment Yashraj Rao, said, "I feel honoured to take on this responsibility and feel proud to be part of an excellent media conglomerate. I look forward to working with the dynamic team here and am confident it will be long and fruitful journey for both of us."

About BIG CBS Networks Private Limited:

An equal joint venture between Reliance Broadcast Network Limited and CBS Studios International, BIG CBS Networks has changed the way English language television entertainment is served to Indian audiences. The JV, at start, 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 targeted at India's fast-growing, upwardly mobile population 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. The BIG CBS JV has also forayed into the regional television industry of India with Spark Punjabi - targeted at the markets of Punjab, Haryana, Chandigarh and Himachal Pradesh (PHCHP) region. Spark Punjabi is a category creator and is positioned as the first International Punjabi Channel. 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 has already made a significant impact on India's burgeoning entertainment industry and stands as the No. 1 English Entertainment Network in the country.

Reliance Broadcast Network Limited has a multi-media play in the spaces of Radio, Television, Intellectual Property, Out of Home and Television Production, and 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:

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