

January 27, 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

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“BIG CBS SPARK Punjabi...strikes a chord with Punjabi male viewers in the launch week”

Channel beats competition, including 9X Tashan, ETC Punjabi and MH1

January 27, 2012, Mumbai: According to the TAM reports of week 3, 2012 (TAM India: CS4+ Males, Punjab 1 Mn+) **BIG CBS Spark Punjabi**, has acquired the top position amongst competing channels with shows such as Jerry Springer (Jerry Di Adaalat), Hawaii Five-O (Veer Hawaii De), America's Next Top Model (Amreeka Di Next Top Model), Masked Warriors – an international wrestling format (Zabardast Kushti), amongst others, all dubbed in Punjabi. The channel, which also features a judicious mix of Punjabi music, international dubbed movies and local programming in Punjabi, has resonated well with this specific audience. BIG CBS Spark Punjabi, which is a category creator from the Reliance Broadcast Network Limited and CBS Studios International JV, is positioned as the **first International Punjabi Channel**.

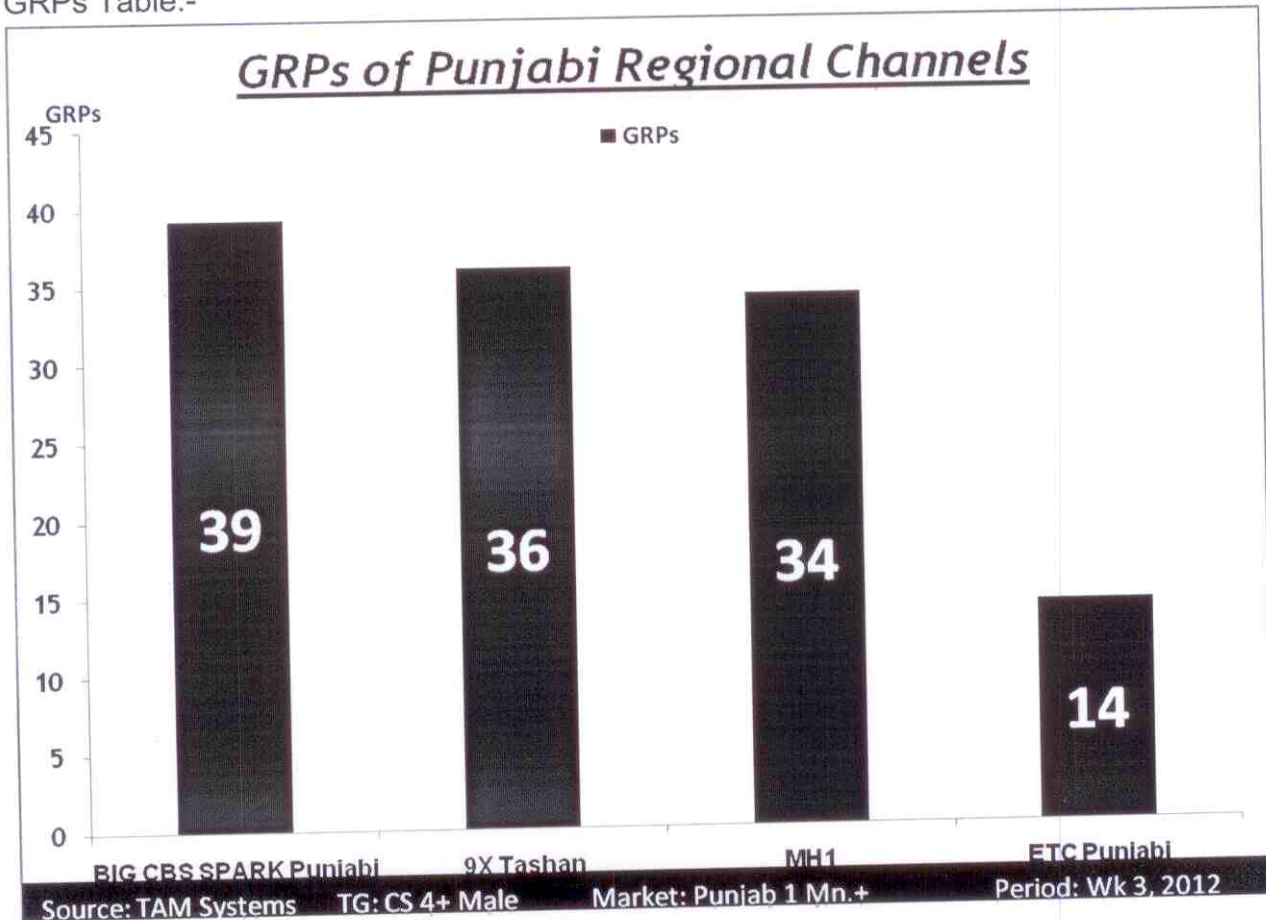
Targeting the 15+ audience, the channel features the best of CBS content all dubbed in Punjabi, giving local audiences immediate access to world class entertainment. The channel is available across **Punjab, Haryana, Chandigarh and Himachal Pradesh (PHCHP)** region and is distributed on digital and analog platforms, with an extensive reach of over 6mn+ C&S households in the region.

According to the 3rd weeks, 2012 TAM report, **BIG CBS Spark Punjabi** with 39 GRPs has surpassed the channels like 9X Tashan, ETC Punjabi & MH1. The show **Kadi Te Has Bol Ve** ranks no.1 in the comedy Genre with 2.36 TVR. Also, the 4:00pm Monday – Friday time band that airs **Zabardast Kushti** has been garnering the Best TVR of 2.36 in the sports genre. Prime Time shows like **Amreeka Di Next Top Model, Jerry Di Adaalat** etc have attributed to the channel's success thus identifying the entertainment preferences of its target viewers and providing fresh and engaging content.

With RBNL's existing leading radio brand 92.7 BIG FM, reaching 22 cities in the region and its OOH arm BIG Street's 3000+ ambient media options across the markets, BIG CBS Spark Punjabi will offer marketers an integrated media opportunity like none other in the region. The channel is being supported by an integrated marketing plan leveraging multi-media. Added to this will be the media muscle of the entire Reliance Group.



GRPs Table:-



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 changing 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 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 contact:

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