

**BIG™**

**Reliance Broadcast Network Limited**  
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February 15, 2012

The General Manager  
 Corporate Relationship Department  
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 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, 5<sup>th</sup> Floor, Plot no.C/1, G Block  
 Bandra Kuria 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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**RELIANCE**

Broadcast Network

**MEDIA RELEASE****RELIANCE BROADCAST NETWORK RECORDS  
TOTAL CONSOLIDATED INCOME FOR THE QUARTER OF RS. 82.97 CR****RADIO OPERATIONS REPORT EBIT OF Rs. 4.4 CR****RADIO OPERATIONS RECORD REVENUES OF Rs. 48.1CR****TV PRODUCTION BUSINESS REPORTED 60% GROWTH ON TRAILING QUARTER****OOH BUSINESS POSTED A GROWTH OF 67% Y/Y****BIG CBS and BIG MAGIC CONSOLIDATE NO. 1 POSITION IN THEIR RESPECTIVE GENRES**

**Mumbai, February 15, 2012...** Reliance Broadcast Network Ltd., India's youngest multi-media entertainment conglomerate with play across the businesses of radio, television, out of home, intellectual property and television production closed the quarter ending December 2011.

**Consolidated Key Performance - quarter ended December 2011 vs. quarter ended December 2010:**

- Consolidated revenues of Rs. 82.97 Cr up by 18% y/y
- Reported Segmental revenues as follows:
  - Radio broadcasting business Rs. 48.1 Cr compared to Rs 48.4 Cr last year
  - Television production business Rs. 11.8 Cr
  - OOH business continues to show robust growth posting a top-line of Rs. 10.1 Cr and 67% growth y/y
  - Television business reported revenues of Rs. 5.9 Cr
  - Intellectual property business Rs. 8.7 Cr compared to Rs. 12.7 Cr last year
- Total Consolidated PAT reported of Rs. (28.7) Cr; RBNL Standalone PAT Rs. (10.1) Cr
- Radio delivered EBIT of Rs. 4.4 Cr

**Credit Rating: [ICRA]A2 – Short Term and [ICRA]BBB (STABLE) long term credit facilities****92.7 BIG FM:**

- Network now reaches **42.6 million listeners** nation-wide
- **Highest reach** among all radio stations in the **Hindi speaking markets**
- Crowned '**Radio Broadcaster of the Year 2011**'
- New Station jingle launched at the **BIG STAR Entertainment Awards**, aired on Star Plus on New Year's Eve
- Key properties execute in Q3 Included, Diwali special- **BIG Item Bomb**, an exciting interactive game show, partnered Avon Cycles to present the **Avon Cyclogreen** – a 36 city cycle marathon to encourage people to cycle to work aside from other properties

**BIG CBS:**

- The BIG CBS Channels fortified its position as the No.1 English General Entertainment Network
  - BIG CBS Prime garners higher relative share (56%) among males than AXN: week 48, 7 Metros, CS 15-44 (all males), all day relative market share
  - BIG CBS LOVE takes higher market share (83%) than Star World among female viewers: week 53, 5 Metros, CS 25-44 (all females), all day relative market share



## RELIANCE

### Broadcast Network

- o Youngsters tune into BIG CBS Spark to get their dose of music – Spark has higher relative market share (53%) than VH1: week 42-45 average, 5 Metros, CS 15-24 all males and females, all day relative market share
- The Network launched exciting new shows across channels like Lucha Libre, BIG Wheels, Aspire, Galileo Extreme, Sex and the City, Canada's Next Top Model and Excused to name a few..The Network also announced the launch of its next home-grown property on BIG CBS Love – India's Glam Diva – featuring the 12 most glamorous women from the world of entertainment.

### BIG MAGIC:

- The variety Hindi entertainment channel for UP, MP, Bihar and Jharkhand fortified its No. 1 position.
- Delivered a 4 week unduplicated average reach of **1.25 Cr - 27% more** than Mahua & **17% more** than Dabaang
- Launched a number of new daily shows including comedy shows – **Naadaniyaan, Bulbulay** and the every green sitcom **Tu Tu Main Main** and children's shows - **Super Sunny and Junior G**
- Keeping with its positioning of being a true local channel, BIG MAGIC launched its first two reality shows - **BIG Memsaab** – a talent show for house-wives and **BIG Bal Kalakaar** – India's first devotional singing talent show for children

### BIG Live:

- **The second season of BIG Star Entertainment Awards** hosted in association with Star Plus on New Year's Eve was a resounding success, rating at **4.68 TVR** the highest by any show of the year
- Executed the first season of **BIG Regional Rising Star Awards**, recognizing emerging talent in the spaces of movies, music, TV, dance, theatre & sports, for the regions of Punjab, Maharashtra and Central India – UP, MP, Bihar and Jharkhand

### BIG Productions

- Daily soap **Swapnachya Palikade on Star Pravaha** completed a successful 500 episode run with a consistent rating of 3 TRPs and is the No. 1 fiction show on the channel
- Launched **Close Up Superwoman**, a game show for house-wives, across ETV Marathi, Kannada and Telugu
- Partnered with ETV to create shows like **PPM Kannada** and **PPM Telugu** reaching a record breaking **2.5 and 5 TRP's** respectively. Both shows are the highest non-fiction shows down south

### BIG Street

- BIG Street added high end **digital pods** to its inventory placing them across key malls in metros
- Executed a first of its kind innovation at the **Shivaji Stadium Airport Metro Station** for the film **Ra.One** with Bollywood superstar Shah Rukh Khan
- Also executed the largest ever outdoor display for **McDonalds @8600 Sq feet** on **Delhi Airport Metro Express**
- Other innovative client solutions included a full train wrap on the **Airport Metro** for the **Volkswagen's 'Think Blue' campaign** and a first of its kind car display at Delhi Metro stations for the **Hyundai Eon launch campaign**

Commenting on the performance, **Mr. Tarun Katial, Chief Executive Officer, Reliance Broadcast Network Limited** said, "RBNL has reported another strong quarterly performance despite a slowing environment. Our Radio and Television businesses will gain from industry reforms like Phase III of radio and DAS - cable digitization which will increase reach and addressability, while improving margins. We look forward to innovate and deliver exciting content across all our platforms to both consumers and advertisers alike."



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**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 **BloombergUTV**, 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; In the out of home space, the Company has **BIG STREET** – which is in the business of acquiring and marketing of long term premium out of home inventory.

For more information, log on to: [www.reliancebroadcast.com](http://www.reliancebroadcast.com)

**For further information:**

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