



Reliance Broadcast Network Limited

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May 21, 2011

The General Manager
Corporate Relationship Department
Bombay Stock Exchange Limited
Phiroze Jeejeeboy 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**
(formerly known as Reliance Media World Limited)

Gururaja Rao
Company Secretary & Manager



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Reliance Broadcast Network brings on board Nikhil Mirchandani as Business Head- Television

In a fresh development, Reliance Broadcast Network Ltd., the multimedia entity, announces the appointment of Nikhil Mirchandani as Business Head - Television. Nikhil will be responsible for overseeing the BIG CBS channel network, PRIME, LOVE and SPARK, along with all new channels being launched by Reliance Broadcast.

Nikhil began his career with GE Capital as a Business Manager before making a career in the media & entertainment sector, where he has over 13 years of work experience in diverse companies like Sony Entertainment Television, Turner International, National Geographic Channel (NGC) and Star India. He was the Managing Director of NGC Network & FOX International Channels for over five years and in his last assignment he was the Executive Vice President & General Manager of Star One.

Speaking on Nikhil Mirchandani's appointment, Tarun Katial, CEO, Reliance Broadcast Network Ltd. said "We are delighted to have Nikhil on board with us. Nikhil brings to the position, astute business sense and very high resourcefulness which are key to meet the challenging growth trajectory that our television business has set for itself. We welcome Nikhil and look forward to his expertise in taking our television business to the destination we have envisioned."

Speaking on his appointment, Nikhil Mirchandani said, "RBNL is a young multi media conglomerate with exciting plans for the future, including the television vertical. I look forward to the opportunity to be part of this rapidly growing organization, which has made an impactful start to its television business with the BIG CBS Network. With the experience I bring to the table combined with the rapid expansion plans of RBNL's TV business, I am certain that together we will be able to achieve excellent results."

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a multi-media conglomerate with play across radio, television, out of home and live entertainment. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. 92.7 BIG FM – India's largest FM Network with 45 stations, reaching over 3.57 crore Indians each week. BIG CBS. A joint venture with CBS Studios International, USA's No. 1 TV broadcaster which is launching 3 Channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark. BIG MAGIC – marks the Company's entry into the regional entertainment space. The Channel is positioned as India's only Channel exclusively for the Hindi Heartland, featuring locally relevant entertainment around humor, music and Bollywood. BIG STREET – In the business of acquiring marketing rights for premium inventory and also acquiring long term premium inventory, across India. BIG LIVE – In the live entertainment business, the division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms. 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.

