

April 23, 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,

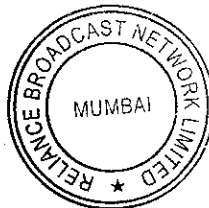
Yours faithfully,

For Reliance Broadcast Network Limited



Asheesh Chatterjee
Chief Financial Officer

Encl: As above



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MEDIA RELEASE

BIG MAGIC COMPLETES 1 YEAR OF ENTERTAINING THE HINDI HEARTLAND

UNVEILS NEW POSITIONING 'APNA PRADESH APNA MAGIC'

WITH A REACH OF 1.2 CRORE UNDUPLICATED AUDIENCES EACH MONTH, BECOMES THE PERFECT WINDOW TO THE HINDI HEARTLAND FOR MARKETERS

Mumbai, April 23, 2012... **BIG MAGIC**, India's first variety entertainment channel for the core Hindi heartland from the Reliance Broadcast Network stable, featuring locally relevant entertainment around Humor, Movies, Reality, Talent Hunts and Action Sports celebrates its first anniversary, with a new brand new positioning – *Apna Pradesh Apna Magic*. The new positioning is intended to further build **BIG MAGIC** as the very own channel of the Hindi Heartland. **BIG MAGIC** has made great strides in the last year, living up to its promise of offering the heartland the entertainment of their choice. With an excellent assortment of local programs, **BIG Magic** has surpassed entrenched players to grow its audience base phenomenally.

Apna Pradesh, Apna Magic brings the channel closer to the people of the heartland as it translates into their very own channel for their very own region – truly local and a reflection of the people's taste preferences and entertainment requirements. Conceptualized by the in-house team, *Apna Pradesh, Apna Magic* will be communicated to audiences through a multi-media campaign with a heavy use of radio – 92.7 **BIG FM**, outdoor, television, print and social media.

Researching and understanding the pulse of the region and audience preferences the Channel has successfully launched a series of local shows like *BIG Bal Kalakaar*, *BIG Memsaab*, *Hasya Panchayat* and newly launched shows *Hum Hai Bajrangi*, *Police Files & Mele ka Big Star*. These shows created on the basis of local insights have all been produced in the Hindi Heartland reflecting the culture, language, entertainment and ethos of the region.

The channel has been instrumental in tapping local talent and giving them the right platform. The Channel has not only provided a whole-some mix of entertainment to the local populace, but also acted as a forum to address various social concerns, issues faced by them.

The Channel's well tailored programming when coupled with the extensive marketing initiative offers a most effective platform for both national and local brands.

With *Apna Pradesh, Apna Magic*, the channel will continue to create magic in the regional entertainment space giving both audiences and customers a truly unique experience.

Stay tuned to **BIG MAGIC** as it makes way to win the hearts and homes of Central India as never before.

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.

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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 Bloomberg UTV, 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. For more information, log on to: www.reliancebroadcast.com

