

BIG™

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April 26, 2012

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BSE Scrip Code: 533143

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Mumbai- 400 061
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



Ashesh Chatterjee
Chief Financial Officer



Encl: As above

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MEDIA RELEASE

BIG CBS LOVE SHARPENS POSITIONING; BECOMES 'THE DIVA DESTINATION' CHANNEL OF THE DIVAS AND FOR THE DIVAS FORTIFIES POSITIONING TO COMMUNICATE THE TRUE ESSENCE OF TODAY'S URBAN WOMEN

Mumbai, April 26, 2012: What's do the sexy *Tyra Banks*, the stylish *Sarah Jessica Parker*, the riveting *Oprah Winfrey* and the super-talented *Sarah Michelle Gellar* have in common? Each of them surfaces on 'The Diva Destination' in India - **BIG CBS LOVE** India's first ever international women's entertainment channel is the new Diva Destination, serving dollops of relevant entertainment to ladies across the country! Targeted at the urban upwardly mobile women, the Channel features some of the most iconic global female protagonists ever. **BIG CBS Love**, with this new positioning, is now the Channel **OF** the Divas and **FOR** the Divas.

BIG CBS LOVE has captured the true essence of today's woman through its popular shows and leading divas from fiercely independent *Carrie Bradshaw* in *Sex & the City* to feisty *Tyra Banks* in *America's Next Top Model*, and from daring twins played by *Sarah Michelle Gellar* in *Ringer* to enigmatic talk show diva *Oprah Winfrey* who truly portray the grit and determination of today's modern and thinking woman. The channel's very own home grown property India's Glam Diva demonstrated that it is the *mind, body and soul* that come together as elements to make a complete Diva! The recently concluded 1st season saw the gorgeous *Priyanka Chopra* crowned as India's Glam Diva. The channel brings to you inspirational divas who every woman aspires to be.

Speaking on the new development, **Vishal Raily, Business Head, BIG CBS Networks**, said, "With **BIG CBS LOVE** we have paid close attention to the entertainment preferences of today's women when designing the positioning line. It is our endeavour to give the ambitious, go-getting, well read and well travelled women of today a Channel where they are treated as Divas and where they get to watch the Divas they admire. The 'Diva Destination' Channel is one that emboldens the everyday woman and encompasses her style, beauty and strength."

If fashion, glamour and style are what you "LOVE" then **BIG CBS LOVE** is definitely the place for you.

Reliance Broadcast Network's recent campaign called 'Choose Your Set-Top-Box Wisely' was designed to increase awareness and empower consumers with adequate information to make the right choice while choosing their set top boxes, while enabling operators to build their brand equity sees this campaign from **BIG CBS LOVE** complementing it excellently. Reliance Broadcast Network has seven robust and well crafted channels and is ready to benefit from the digital wave.

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 women's channel. 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.

