

March 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

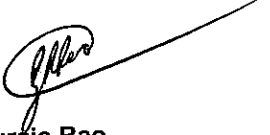
Please find enclosed the Media release. Kindly inform your members accordingly.

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



Page 1 of 3

MEDIA RELEASE

WATCH BIG CBS LOVE'S SUPERLATIVE CONTENT - ON DISH TV

OPRAH WINFREY SHOW, SEX AND THE CITY, AMERICA'S NEXT TOP MODEL AND MORE ...

THE ENTERTAINMENT DESTINATION FOR THE URBAN WOMEN

Mumbai, March 27, 2012... After taking live BIG CBS Prime on Dish TV last week, BIG CBS Networks Pvt. Ltd. – the joint venture between Reliance Broadcast Network Ltd. and CBS Studios International, is proud to offer subscribers of Dish TV - BIG CBS LOVE the first international women's Channel, targeted at the upwardly mobile women across the metros. With this, Dish TV, Asia's largest DTH Company will now distribute both Prime and Love to its impressive 12.5 million audience base. This will also take the total reach of Love to 42.5 million homes, across India.

BIG CBS LOVE will be available to **Dish TV** subscribers on channel number 448. This move allows for Dish TV subscribers to enjoy the best international shows like Oprah Winfrey Show, America's Next Top Model, Sex and the City, Rules of Engagement, Stylista! along with locally produced shows like I Love Style and the recently concluded first and very successful season of India's Glam Diva.

Speaking on the alliance, Vishal Rally, Business Head, BIG CBS Networks said, "With this, we are further strengthening our alliance with Dish TV, to offer a wider audience base the best English entertainment. BIG CBS stands as the No. 1 English entertainment Network and it is our endeavor to reach this world-class programming to maximum relevant audiences."

Speaking on the development, Salil Kapoor, Chief Operating Officer, Dish TV, said, "Dish TV being the pioneer and market leader in DTH industry keeps adding feathers in the cap by giving our customers the best of channels as we firmly believe "Content is king". We are proud to extend our partnership to the 2nd Channel – BIG CBS LOVE along with BIG CBS Prime to our 12.5 million subscribers; Dish TV will keep bringing entertainment at our customer doorsteps, we hope that our alliance will mutually benefit each other."

BIG CBS Love, is the first ever international women's entertainment channel (female 15+, SECA, 5 metros) and is part of the BIG CBS Networks.

BIG CBS Networks, with its robust distribution reaches an excellent mix of original world class entertainment from the US and locally home grown shows, to Indians across the country is already available on major digital cable and DTH platforms.

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 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. 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.

About Dish TV India:

Dish TV is Asia's largest direct-to-home company and part of the biggest media conglomerate – Zee Group. Dish TV has on its platform 330+ channels and services including 21 audio channels with 12.5 million subscribers, which is growing. The company has a vast distribution network of about 1400 distributors and 55,000 dealers that spans around 6600 towns across the country. Dish TV has 24*7 call centres with 1600 seats in 11 different languages to take care of subscriber requirements at any point of time. For more information on Dish TV, visit www.dishtv.in

