

April 1, 2013

The General Manager
Corporate Relationship Department
BSE Limited
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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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MEDIA RELEASE

**AFTER SUCCESSFUL ROLL OUT IN THE 4 METROS, RELIANCE BROADCAST NETWORK TAKES
'CHOOSE YOUR SET TOP BOX WISELY' CAMPAIGN ACROSS 38 CITIES IN DAS PHASE II**

**CAMPAIGN AIMED AT EMPOWERING CONSUMERS WITH INFORMATION ON DIGITIZATION AND
DISTRIBUTION PARTNERS WITH THE OPPORTUNITY TO STRENGTHEN BRAND EQUITY**

**RBNL DISTRIBUTES A ROBUST 8 CHANNEL TELEVISION BOUQUET CATERING TO DIFFERENT MARKETS IN THE
COUNTRY**

12 WEEK MULTI-MEDIA CAMPAIGN ACROSS RADIO, PRINT, TELEVISION, OUT OF HOME AND DIGITAL

Mumbai, April 1, 2013: As India gears for phase II of digitization, positively affecting a population of more than 50mn+ Indians across 38 cities of the country, Reliance Broadcast Network launches one of India's largest consumer awareness campaigns '**Choose Your Set Top Box Wisely**' / '**Samajdhari se Chune, Apna Set Top Box**'. After an extremely successful roll-out of the campaign across the 4 metros, it now extends across 38 cities in DAS phase II. The 12 week campaign launching April 1st, has been designed to empower consumers with information on digitization. Simultaneously, it also offers distribution partners an excellent opportunity to strengthen brand equity. The campaign will see an extensive multi-media marketing push with the help of RBNL'S marketing muscle and expertise and will be promoted across the platforms of television, radio, cinemas, digital, outdoor, on ground and road shows.

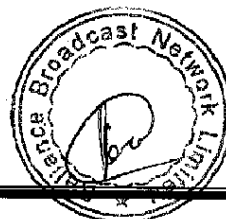
The campaign will play in both the Hindi and English language, basis the cities and audience being targeted. With different channels leading the campaign in different markets basis priority, the campaign will be primarily led by the **BIG CBS Channels** –Prime Hindi and Love; **BIG MAGIC** and **BIG RTL THRILL & SPARK PUNJABI** across the Hindi speaking markets of Uttar Pradesh, Maharashtra, Madhya Pradesh, Gujarat, Bihar and Jharkhand and Punjab.

Come digitization, the consumers in these markets will look for quality, variety and a strong value proposition in the entertainment being served to them and it is the distribution platforms with the potential meet their requirements who stand to gain significantly. Backed by the belief that 'content is the cornerstone for success' and a deep understanding of the local demands of consumers across India, the campaign is all set for its phase II launch.

Reliance Broadcast's radio presence with its brand **92.7 BIG FM** is a great competitive advantage, with presence in more than **65%** of the markets being targeted (24 out of 38 markets have 92.7 BIG FM), proving to be an excellent local connect and a powerful influence. Its leadership position and maximum listenership in most of the cities, ensures the best possible amplification for the campaign.

Speaking on the new campaign, **Mr. Tarun Katial, CEO, Reliance Broadcast Network** said, "We are excited to launch this campaign deeper into India. After its success in the 4 metros, we are now ready to reach out to 38 cities, educating consumers on the opportunities of digitization and the choices available to make an informed decision. Our multi-media campaign promises to benefit all stakeholders who are part of the value chain."

Reliance Broadcast Network's 8 Channel bouquet consists of the following: **BIG CBS Prime, Love, Spark, Spark Punjabi, BIG RTL Thrill, BIG MAGIC, BIG MAGIC Bihar and Jharkhand and BloombergTV India**



About Reliance Broadcast Network Limited:

Reliance Broadcast Network Limited is a media entertainment conglomerate with play across radio, television, intellectual properties and television production. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. The company 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 Networks – A joint venture with CBS Studios International, offering 3 English Entertainment Channels - Prime, Love, Spark, as well as a regional General Entertainment Channel for the PCHP region called Spark Punjabi; BIG RTL THRILL – the first channel from the Company's joint venture with Europe's RTL Group, targeted at male audiences and is positioned as the ultimate action destination; BIG MAGIC – a regional General Entertainment Channel for the Hindi heartland, expanded deeper into the region with BIG MAGIC – Bihar and Jharkhand. The Channel has also expanded into the US, Canada and Australia under the brand name BIG MAGIC INTERNATIONAL; BIG PRODUCTIONS – the television content production division that caters to the creative needs of the diverse Indian television landscape. Reliance Broadcast Network also distributes Bloomberg TV India, the country's premier business news channel as part of its television bouquet. For more information log on to www.reliancebroadcast.com

