

February 8, 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: a/a

Page 1 of 3

MEDIA RELEASE

RELIANCE BROADCAST LAUNCHES 'CHOOSE YOUR SET-TOP-BOX WISELY' CAMPAIGN

TO EMPOWER CONSUMERS WITH INFORMATION TO OPTIMIZE ON DIGITIZATION

ENABLE OPERATORS TO BUILD BRAND EQUITY

RBNL ALREADY DISTRIBUTES A ROBUST TELEVISION BOUQUET OF 7 CHANNELS

CHANNELS AVAILABLE ON TOP DTH PLATFORMS LIKE RELIANCE DIGITAL TV, TATA SKY, VIDEOCON, AIRTEL, DISH TV

26 WEEK CAMPAIGN ACROSS PRINT, TELEVISION, OUT OF HOME AND DIGITAL

Mumbai, February 8, 2012...Digitization is all set to revolutionize the television viewing experience, and while operators are undertaking activities to build their brand equity and ensuring that they gain from the eminent shake-out, the consumers are understanding that the power to enhance their television viewing experience will now lie with themselves. **Reliance Broadcast Network**, which has, in a little over a year successfully created a bouquet of a slew of channels through a well crafted strategy, has conceptualized a campaign that excellently complements its television broadcast business. Aptly titled '**Choose Your Set-Top-Box Wisely**', the campaign is tailored to increase awareness and empower consumers with adequate information to make the right choice while choosing their set top boxes, while parallelly enabling operators to build their brand equity.

Come digitization, the discerning consumer would look for quality, variety and a strong value proposition and operators who have the potential to offer these will stand to gain significantly. Backed by the belief that 'content is the cornerstone for success' and a deep understanding of the discerning consumers' demand for quality and variety entertainment, the Company has positioned its 7 Channel strong bouquet to cater to a wide viewer palette:

1. **BIG CBS Prime**, a male skewed premium entertainment Channel (male 15+, SECA, 7 metros)
2. **BIG CBS Love**, the first ever international women's entertainment channel (female 15+, SECA, 5 metros)
3. **BIG CBS Spark**, the first ever International youth Channel (4-24, SECA, 7 metros)
4. **BIG MAGIC**, a variety entertainment Channel for the Hindi heartland (CS 4+ MP, UP, Bihar)
5. **Spark Punjabi**, the country's first International Punjabi Channel (CS 4+, Punjab, 1mn+)
6. **BIG RTL** Channel in the action space
7. **BloombergUTV**, India's premier Business news channel (male 25+, SEC A, 7 metros)

With the latest freshest, hottest content from America through BIG CBS Networks, Indian homes can continue to enjoy an unparalleled viewing experience of their favorite international shows. Similarly, the first International Punjabi Channel - Spark Punjabi ensures the PHCHP region also enjoys the best international content, dubbed in their local language. BIG MAGIC is the Hindi heartland's only variety entertainment channel offering the best home grown content, which meets local sensibilities and is already a favorite amongst consumers. BIG RTL will bring with it some of the best reality and action programming from the world renowned RTL Group, which also houses Fremantle. And finally, BloombergUTV, powered by Bloomberg, the final word in business news globally, offers Indian viewers a differentiated business news viewing experience amongst the monochromatic competitive offering. The channels come together to offer both consumers and operators an excellent offering.

The multi-media campaign will spread across television, radio, out of home and the digital platforms and will be one of the largest initiatives in this space by any broadcaster. The campaign will be further sustained over the



next 26 weeks across all Reliance Group platforms, including BIG FM's 45 station radio network, its out of home arm - BIG Street, its 7 Channel Television network and its digital platforms.

Speaking on the Campaign, **Mr. Vishal Rally, Business Head, BIG CBS Networks** said, "Digitization will usher a new era of television broadcasting and the Choose Your Set-Top-Box Wisely campaign has been conceptualised and designed to benefit multiple stake-holders across consumers, operators and the channels. We are excited to present the most distinctive and eclectic content mix to the Indian viewers through our bouquet of channels, and encourage them to make a wise decision so they can continue to enjoy experience."

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. 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 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. BIG LIVE – This division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms. BIG PRODUCTIONS - This division functions as a television content production house catering to the diverse creative needs of the Indian television landscape. BIG STREET – In the business of acquiring and marketing of long term premium out of home inventory. For more information, log on to: www.reliancebroadcast.com

