

November 17, 2011

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

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India's Glam Diva is here to scorch your TV screens exclusively on BIG CBS Love

~ On the back of the success of India's Sexiest Bachelor, BIG CBS Networks announces its second home-grown property ~

Mumbai, November 17, 2011: BIG CBS Networks, India's No. 1 English Entertainment Network, is making sure that the mercury raises few notches up again this season. After the super success of its first Indian property, 'India's Sexiest Bachelor', the Network is bringing another home grown property '**India's Glam Diva**', where leading ladies from the entertainment industry of India will be judged together by an esteemed jury and the Indian public, to select their favorite Diva. The show will be aired on BIG CBS Networks' women centric channel, **BIG CBS LOVE**. As the name suggests, it is a platform to bring the most ravishing, talented and deserving divas to the fore.

India's Glam Diva will bring together – the gorgeous and glamorous women from India, who will compete for India's final choice of the most glamorous Diva. Backed by the expert jury and programming team and coupled with audience feedback from across the country, phase I will see a shortlist of the top 14 contenders for the coveted title.

The Channel unveiled the stunning ladies competing for the title: **Kareena Kapoor, Deepika Padukone, Priyanka Chopra, Vidya Balan, Aishwariya Rai Bachchan, Katrina Kaif, Sonam Kapoor, Sunidhi Chauhan, Bipasha Basu, Ekta Kapoor, Sonakshi Sinha, Sania Mirza, Freida Pinto** and **Shruti Hassan**.

The show has been divided into segments. First Segment will give you a peek into the minds of Divas. The Divas will be judged on the basis of their X factor, their public appearances, the brands they handle and their business sense, judging their **minds**. Second segment will include the attributes that make them so hot. Is it her eyes, is it her lips, her complexion, her skin, her attire, her sex appeal or is it the combination of all?... essentially evaluating the **body**. The third segment – after Mind and Body, will be Soul. It will be an electrifying combination of these factors that make for a winner.

India's Glam Diva will be hosted by VJ and actor **Neil Bhoopalam**. Neil has already made a mark in the industry with his outstanding performance in "Shaitan" and 'No one killed Jessica'.

Commenting on **India's Glam Diva**, the **BIG CBS Networks** said, "After a successful season of India's Sexiest Bachelor, we are glad to announce our second property **India's Glam Diva**. The show will have the most gorgeous women from the entertainment industry on one platform. These women will be judged on various factors by the viewers. The show will bring to the fore an unusual side of these women that was never known to their fans."

Voting mechanism will include sms, a special BIG CBS microsite and other social media vehicles e.g. Facebook and Twitter. The show is anticipated to garner high TRPs for the network just like India's Sexist Bachelor.

About BIG CBS Networks Private Limited:

An equal joint venture between Reliance Broadcast Network Limited (through its subsidiary) and CBS Studios International, BIG CBS Networks has changed the way English language television entertainment is served to Indian audiences. The JV has 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 are targeted at India's fast-growing, upwardly mobile population and 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.

*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 stands to make a significant impact in India's burgeoning entertainment industry. **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.*

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