

BIG™

Reliance Broadcast Network Limited
401, 4th Floor, 'Infinite', Link Road,
Oshiwara, Andheri (W), Mumbai - 400 053
Tel.: +91 22 3068 9444
Fax: +91 22 3988 8927
www.reliancebroadcast.com

September 20, 2012

The General Manager
Corporate Relationship Department
BSE 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


Gururaj Rao
Company Secretary & Manager

Encl: As above





MEDIA RELEASE

RELIANCE BROADCAST NETWORK GEARS FOR DIGITIZATION, LAUNCHES NEW CAMPAIGN – 'SWITCH TO'

AIMED AT EMPOWERING THE CONSUMER TO MAKE AN INFORMED DECISION PARTNERS WITH OPERATORS TO PROVIDE INCREASED VISIBILITY THROUGH MULTI-MEDIA MARKETING CAMPAIGN

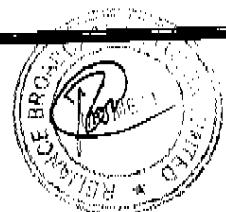
Mumbai, September 20, 2012: Cable will soon be a thing of the past, with October 31st fixed as the D-Day for Digitization, and Reliance Broadcast Network, is all set to make the most of it with its new campaign titled '**Switch To**'. The campaign is designed to create enormous awareness amongst target audiences - to 'Switch To' the right service provider who can offer best value basis individual's entertainment needs. This campaign parallelly provides operators an effective tool to reach out through the marketing muscle and expertise of RBNL's mediums across Television, Radio, on-ground, Digital and outdoor, to gain increased visibility through this multi-media campaign.

'**Switch To**' launches on the back of Reliance Broadcasts very successful campaign which rolled earlier this year called 'Choose Your Set Top Box Wisely' 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. This campaign takes it a step further highlighting key entertainment options available to be able to make a more informed switch! The first phase of this campaign will be led across four metros viz: Delhi, Mumbai, Bangalore and Kolkata by key shows from the BIG CBS Network viz. **America's Got Talent, The X Factor and American Idol being simulcast on BIG CBS Prime, BIG CBS Love and BIG CBS Spark**.

The campaign reaches out to the consumers, in whose hands the power to Switch To lies as they make a well informed decision on their DTH provider. Similarly, it also offers operators an excellent marketing campaign to strengthen their brand equity and gain optimally from the eminent revolution.

Ensuring optimal reach, the entire media muscle of Reliance Broadcast Network will come into play across its television channel bouquet – **BIG CBS PRIME, LOVE, SPARK, BIG MAGIC, BIG CBS SPARK PUNJABI** and **BLOOMBERG TV INDIA**, its extensive radio network **92.7 BIG FM**, the out of home vertical **BIG STREET** and print, on ground and digital. With a strategically crafted campaign and an extensive media outlay, the campaign promises to create significant impact.

Speaking on the same, **Mr. Anand Chakravarthy – Business Head, BIG CBS Networks** said, "Digitization is an imperative step for the growth of the broadcast sector in India. While we have technologies available to improve efficiencies of broadcasting across the value chain, the lack of adoption from consumers slows the growth of the industry. This campaign enables consumers





to Switch To the provider that meets their requirements, while at the same time offering the operators with an effective marketing campaign to partner with. Together, we are confident, we can bring about the much needed Switch!"

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, the ultimate music destination and BIG CBS LOVE, the Dive destination. 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.

