

BIG™

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March 12, 2012

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BSE Scrip Code: 533143

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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

BIG CBS PRIME LAUNCHES TWO NEW PROPERTIES – MADE TO ORDER & BIG STYLE ICON

TARGETED AT THE URBAN INDIAN MALES WHO ENJOY THE FINER THINGS IN LIFE

MADE TO ORDER: SHOWCASES THE HOTTEST PROPERTIES IN THE INDIAN REAL-ESTATE MARKET

BIG STYLE ICONS: GIVES YOU A SNEAK PEEK INTO THE WORLD OF THE ELITE

AN APPROPRIATE PLATFORM FOR REAL ESTATE, HOME FITTING, HIGH END FASHION BRANDS AND MORE

Mumbai, March 12, 2012: BIG CBS PRIME the leading English general entertainment channel from the BIG CBS Network, targeted at the urban Indian male announces the launch of two new shows which promise to resonate excellently with their target audiences. The two new properties called **Made to Order** and **Big Style Icon** are tailored keeping in mind the infotainment preferences of the men who live in style, the shows focusing on the hottest properties in the Indian Real Estate market and an exclusive peek into the world of the elite, respectively.

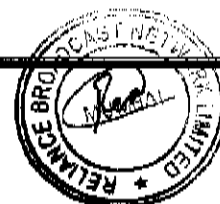
Made to Order will take its viewers on an exquisite journey with an exclusive tour into the best real-estate properties money can buy. Everyone dreams of owning a house so luxurious, so splendid that stands out amongst the others, but for most, these remain a dream. This show is targeted at the upper crest of society for whom nothing is out of reach!

Big Style Icons as the name suggests is a profiling of the lavish lives of society's elite and the extraordinary and exclusive brands which are their favorites. The show will feature the men who are known for their style quotient with hand-picked style icons which will see the likes of Vijay Mallya, Yash Birla, Shah Rukh Khan, MS Dhoni and Atul Kasbekar to name a few. The show will focus on an Icons' favorite brands, preferred machines, his style statement, his workout den and more...

Both properties offer an excellent and appropriate platform for marketers from the real estate, home fittings, high end fashion brands and premium products, as the Channel ensures reach to a large relevant audience base with minimal spill-over.

The Channel already boasts of a brilliant line up of the best international programming with shows like Survivor, Hawaii 5-0, The 4400 to name a few and stands as the most viewed channel amongst a premium section of the urban Indian male audiences. **Made to Order** and **Big Style Icon** are designed to give the viewers an up-close and first-ever look into the lives of the rich and famous. With extremely positive responses received from audience for the Channel's previous home grown properties, India's Sexiest Bachelor and Big Wheels, the Channel is confident of these shows matching the entertainment demands of its male audiences.

BIG CBS Networks will be launching a multi-faceted promotional campaign for both these shows. The properties will be extensively promoted and marketed across multi-media platforms of television, radio,





OOH, print and social media platforms, which will ensure excellent reach for marketers associating with the properties.

These offerings are part of BIG CBS Networks' endeavor to offer audiences the best entertainment mix on the Channel, while keeping with its recent campaign called 'Choose Your Set-Top-Box Wisely', designed 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. Reliance Broadcast Network has a robust well crafted 7 channel and is ready to maximize from the digital wave.

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.

