

January 5, 2012

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Bombay Stock Exchange Limited
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BSE Scrip Code: 533143

✓ The Manager
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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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BIG Star Entertainment Awards tops the New Year eve ratings

Grosses 6.1 TVR (CS 15+ F ABC), 4.9 TVR (CS 15+), 4.6 TVR (CS 4+)

Enjoyed double the share of nearest competitor on most TGs

Makes it to the list of the top 5 rated event/ concert telecasts of the year 2011

Mumbai, 5th January 2012: With entertainment options galore and each putting forth it best foot, the New Year's Eve, has everyone scrambling for their share of audiences, who seek and demand the best entertainment to ring in the new year! The first TAM results of the year are out, which post the BIG STAR Entertainment Awards at the top, beating all other shows, while ushering in the New Year. Between the midnight hours of 10pm to 12am, the scintillating performances by the most popular Bollywood and Television actors rocked the night for Indians across the country, as the **BIG Star Entertainment Awards 2011** garnered the highest rating of **5.2 TVR**. Aired on 31st December 2011 on **Star Plus**, this enthralling award show beat all other competition, living up to its reputation from last year. The show also made it to the list of the top 5 rated event telecasts of the year 2011.

The awards, which have seen the coming together of the media power-houses – Reliance Broadcast Network and Star India has emerged extremely popular beating all other popular GEC channels hands down. Interestingly, women seem to have been glued to the show as the show received a whopping **TVR of 6.8** in the '**CS 15+ ABC F**' category.

Ratings on NY's eve between 22:00 to 24:00:

- BSEA was double of its nearest competitor across TGs
- Grossed a reach of 2.61crores viewers on CS 4+, highest in that timeband for 2011 touched by any GEC

The BIG STAR Entertainment Awards saw its clutter breaking entertainment mix, an excellent star turnout and a creatively produced show come together to offer audiences unmatched entertainment. The awards saw none other than Mr. Amitabh Bachchan bag the coveted title of the BIG Star Most Entertaining Actor in a Social Role - Male which was presented by an exclusive rendition by Dhanush, a diehard Big B fan called 'Kolaveri Big B'! The evening also witnessed a galaxy of stars - the Kapoor cousins Ranbir and Kareena, Amitabh Bachchan, Farhan and Zoya Akhtar and the dashing Salman Khan, with sister Alivira, brother-in-law and the Bodyguard producer Atul Agnihotri, power house directors Ashutosh Gowariker, Madhur Bhandarkar, Vidhu Vinod Chopra, Ekta Kapoor...The glamour quotient was set high with the gorgeous divas Dia Mirza, Sonali Bendre, Priyanka Chopra and Kareena Kapoor.

The event was hosted by the talented duo, Manish Paul and Shreyas Talpade who brought the house down with their wit and humor. The performances were power

packed with the sizzling Jacqueline Fernandes oozing oomph in her numbers from Murder 2; Priyanka Chopra's dare devil show stopper; television hotties Ragini Khanna and Shweta Tiwari grooved to a medley of foot-tapping songs dressed in svelte red and hot fuchsia. The crowning glory of the evening was a smashing performance by Salman Khan who shook his booty to 'Dhinka Chika'. The Bodyguard set the stage on fire with his impromptu live performance and pulsating moves, charming his way into the hearts of one and all.

Nominations, polls, red carpet, and performance videos generated great interest from the viewers' right from the beginning. The property conceptualized and executed by RBNL's business vertical **BIG Live** (Intellectual Property) enthralled all and proved to the industry that the BIG Star Entertainment Awards was truly a show worth watching.

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 3 Channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark. 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 STREET – In the business of acquiring and marketing of long term premium out of home inventory. BIG PRODUCTIONS - This division functions as a television content production house catering to the diverse creative needs of the Indian television landscape. For more information, log on to: www.reliancebroadcast.com

