

October 11, 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

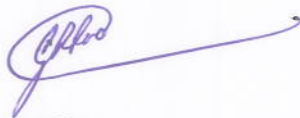
Please find enclosed the Media release. Kindly inform your members accordingly.

You are requested to take the same on record.

Thanking you,

Yours faithfully,

For **Reliance Broadcast Network Limited**
(Formerly known as Reliance Media World Limited)



Gururaja Rao
Company Secretary & Manager

Encl: a/a



BIG CBS PRIME launches the hottest automobile show christened 'BIG Wheels'

~ Features the best automobiles, expert comments, reviews and more ~

October 11, Mumbai: With BIG CBS Prime drawing the male eyeballs, No. 1 in reach across the top 7 metros, the Channel is launching a new show basis key insights and audience mapping. Aptly titled **BIG Wheels** – the show is tailored to give men an update on one of their favorite subjects, their mean machines. What's it like to be behind the steering wheel of a Ferrari or a Lamborghini? Rev up your engines with the czars of the Auto world, ace rally driver Renuka Kirpalani and AutoCar India editor Hormazd Sorabjee get to live a dream life, reviewing the latest set of wheels on Indian roads even as they share a wide range of tips on getting the best out of your vehicle. Also, catch the best of auto expos from around the world and of course, the experts field queries on all things auto. The show is powered by AutoCar India and airs every **Saturday at 10 pm on BIG CBS Prime**.

There are many television shows geared around vehicles, but this one is going to take you on a roller-coaster ride from the imaginative to what you can really expect from the range of machines available in the market today.

Commenting on the launch of **BIG Wheels**, **Nikhil Mirchandani, Business Head, Television Channels, Reliance Broadcast Network Limited** said, "Prime being a male skewed channel, we see this program catering to the tastes of our audiences. With this, we further strengthen our programming while offering the marketers a perfect platform to reach out to an affluent audience base."

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 is poised to change 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.*

