

April 19, 2012

The General Manager
Corporate Relationship Department
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Mumbai- 400 001
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BSE Scrip Code: 533143

✓ The Manager
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National Stock Exchange of India Limited
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Bandra Kurla Complex, Bandra (E)
Mumbai- 400 051
Fax No.: 26598237/38
NSE Scrip Symbol: RBN

Dear Sir/ Madam,

Re: Media Release

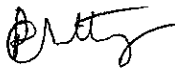
Please find enclosed the Media release. Kindly inform your members accordingly.

You are requested to take the same on record.

Thanking you,

Yours faithfully,

For Reliance Broadcast Network Limited



Asheesh Chatterjee
Chief Financial Officer



Encl: As above

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MEDIA RELEASE

RELIANCE BROADCAST NETWORK ANNOUNCES ALLIANCE WITH SPEED RECORDS FOR MUSIC CONTENT ON 92.7 BIG FM AND BIG CBS SPARK PUNJABI

NO. 1 NETWORKS OF THE MARKET - 92.7 BIG FM AND BIG CBS SPARK PUNJABI GET IMMEDIATE ACCESS TO THE EXTENSIVE LIBRARY OF THE BEST PUNJABI MUSIC

TV RIGHTS COVERING ENTIRE SAARC REGION; RADIO RIGHTS FOR INDIA MARKET

SPEED RECORDS GETS EXCELLENT PLATFORM TO REACH CONTENT TO RICH AUDIENCE BASE OF RELIANCE BROADCAST NETWORK

MUSIC FEATURES SOME OF THE BIGGEST NAMES IN PUNJABI MUSIC RANGING GIPPY GREWAL, JAZZY B, SATINDER SARTAJ, HONEY SINGH, ALFAAZ, PREET HARPAL, MASTER SALEEM AND MORE...

Mumbai, April 19, 2012... Reliance Broadcast Network (RBNL) one of India's youngest multi-media conglomerates announces its alliance with Punjab markets music leaders **Speed Records**. The partnership gives RBNL's business verticals - **92.7 BIG FM**, India's No. 1 FM radio network and **BIG CBS SPARK PUNJABI**, the leading Punjabi Channel from the BIG CBS joint venture, immediate access to the extensive and expansive library of Speed Records, thus further strengthening its offering. The alliance simultaneously gives Speed Records excellent platforms through which they can reach their rich music content to a huge audience base in the region. Speed Records, boasts of an enviable library with music ranging genres like Sufi, Punjabi, Hip Hop, Contemporary, and featuring music ranging stalwarts to fresh talent with names like Gippy Grewal, Jazzy B, Satinder Sartaj, Amrinder, Honey Singh, Alfaaz, Preet Harpal, Master Saleem, Nacchar Gill, Geeta Zaildaar and more.

The coming together of the No. 1 players from the Punjab region, across the Music Company - Speed Records, the Radio Station - 92.7 BIG FM and the Television Channel - BIG CBS Spark Punjabi, promises to see excellent synergies coming into play.

92.7 BIG FM is already a leading FM station in the region with a strong reach to over 22 cities in the PHCHP region. With a significant part of its programming featuring music - which is local, featuring the latest and widest Punjabi music preferences, the alliance with Speed Records will allow the radio station to serve an assortment of music ranging genres. The deal allows for 92.7 BIG FM to play the music of Speed Records across any of its Stations in India.

Similarly, **BIG CBS SPARK PUNJABI** caters to audiences who demonstrate high music preference in their entertainment choices. With a high affinity for music, the library of Speed Records promises to further strengthen the offerings of the Channel. The increased music content will see categorization of the songs and introduction of new daily music shows that have been christened - *Dil Bole Haddipa*, *Chak De Dholiyan*, *Spark Top 20* and *Punjabi Melodies*.

Speaking on the occasion, **Reliance Broadcast Network** said in a statement, "This alliance allows our audiences immediate access to an enviable music library, featuring some of the best and latest from the Punjabi music industry. With music surfacing as one of the key entertainment preferences during audience insight mapping, we are happy to be upping the ante on it. Through our media platforms - both 92.7 BIG FM and BIG CBS SPARK PUNJABI, we offer audiences the entertainment that they seek while offering marketers the best ROI for their brands."



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. It houses the following verticals: **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 4 Channels, **BIG CBS Prime**, **BIG CBS Love**, **BIG CBS Spark Punjabi Channel** **BIG CBS Spark Punjabi**; **BIG MAGIC** – marked the Company's entry into the regional entertainment space, positioned as India's only Channel exclusively for the Hindi Heartland. Added to this robust bouquet, the Company also distributes **Bloomberg UTV**, India's premier business news channel. In the space of live entertainment the Company has **BIG LIVE** a division which develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms and synergizing excellently with this division is **BIG PRODUCTIONS** a division which functions as a television content production house catering to the diverse creative needs of the Indian television landscape; In the out of home space, the Company has **BIG STREET** – which is in the business of acquiring and marketing of long term premium out of home inventory. For more information, log on to: www.reliancebroadcast.com

