

August 25, 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



page 1 of 2



BIG MAGIC Ban Gaya Asli Crorepati!

Reaches out to 1.4 crore viewers, undisputed No. 1 media vehicle in the region

August 25, 2011 - **BIG MAGIC**, India's first exclusive channel for the core Hindi heartland from the Reliance Broadcast Network stable, featuring locally relevant entertainment around Humor, Music & Bollywood has surged ahead of all established channels in the Hindi heartland to become the undisputed No. 1 channel in the region. According to the latest ratings the channel delivers 1.4 crore unduplicated audiences, over 4 weeks in UP, MP, Bihar and Jharkhand, thus making it the No. 1 media platform in the region (Week week 31-34-TAM ratings).

The shows like **Big Fighting Championships** (Bellator), **Movie Magic**, **Umar Sharif**, and the newly launched show **Phir Bhi Dil Hai Hindustani** on BIG MAGIC has captured the viewers' imagination and boosted the channel's reach and popularity. This puts **BIG MAGIC** comprehensively ahead and the strongest local media vehicle. The fact that not only does the channel have lower CPT as compared to other regional media; it also provides largest audiences to the channel. The channel now with its leadership, clearly has once again overtaken long established channels like **E24**, **Zoom**, **Mahuaa TV**, **Dabaang**, **Sahara Samay**, **Zee News UP**, and a host of others.

BIG MAGIC derives huge synergies with RBNL's already well established radio brand – 92.7 BIG FM, the leading radio network in this region, operating **11 Stations** in the heartland. With a refreshing programming lineup, along with extensive marketing initiatives (BIG MAGIC offers effective platform for brands both national & regional); the channel is poised for exponential growth.

BIG MAGIC is being distributed across all cable operators across the states of UP, MP and Bihar and spread across the likes of **DEN**, **Digicable**, **WWIL**, **Hathway**, **Darsh** and **Maurya** amongst others, reaching approximately 10 million households in the heartland. BIG MAGIC is also being supported with a high decibel integration plan on 92.7 BIG FM, Outdoor, and Mall Activation, play-out seeding in malls, print and local cable.

About 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 3.57 crores 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 – marks the Company's entry into the regional entertainment space. The Channel is positioned as India's only Channel exclusively for the Hindi Heartland, featuring locally relevant entertainment around humor, music and Bollywood. 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

