

February 6, 2012

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

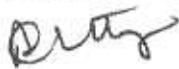
Please find enclosed the Media release. Kindly inform your members accordingly.

You are requested to take the same on record.

Thanking you,

Yours faithfully,

For Reliance Broadcast Network Limited



Asheesh Chatterjee
Chief Financial Officer



Encl: As above

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MEDIA RELEASE

RELIANCE BROADCAST NETWORK TO DISTRIBUTE BLOOMBERG UTV

CHANNEL AVAILABLE ON TOP DTH PLATFORMS LIKE RELIANCE DIGITAL TV, TATA SKY,
VIDEOCON, AIRTEL, DISH TV

BLOOMBERG UTV REACHES 40+ MN HOMES

STRENGTHENS RBNL's TV BOUQUET - NOW 7 CHANNEL'S

INCLUDES NO. 1 ENGLISH ENTERTAINMENT NETWORK – BIG CBS

AND LEADING REGIONAL CHANNELS - BIG MAGIC AND SPARK PUNJABI

POWERFUL PROPOSITION THAT OFFERS A RICH MIX OF CHANNELS

Mumbai, February 6, 2012... Reliance Broadcast Network Ltd. today announced the coming on board of BloombergUTV, India's premier Business news channel, as part of its distribution portfolio. This move further strengthens the well crafted television strategy of RBNL which includes the 3 BIG CBS Channels – BIG CBS Prime, Love and Spark, and the regional Channels BIG MAGIC and Spark Punjabi. Add to this, the Channel which is scheduled to launch through the JV with Germany's RTL Group, and Reliance Broadcast Network will boast of an unmatched 7 Channel bouquet.

The partnership points at excellent synergies between the businesses and will allow for seamless integration of BloombergUTV into the existing bouquet. While Reliance Broadcast will benefit from having a premier news channel empowered by the global authority in business news – Bloomberg. BloombergUTV gains through becoming part of a commanding bouquet of Channels backed with an excellent brand lineage. This consolidation establishes a bouquet to be reckoned with and one that will meet requirements of both audiences and marketers alike.

With digitization in the anvil, reduced bandwidth issues and a boost in demand for premium quality content, the channel portfolio stands to have an edge in the market. The reach and varied profile of consumers and customers brings with it opportunities for bundling and cross selling, ensuring the bouquet is able to garner optimal subscription rates.

With each channel having its distinct audience base, the entire bouquet will cover a wide spectrum of the Indian cable and satellite television viewing audiences. With its ability to offer advertisers the opportunity to reach out to audiences ranging from 4 year olds to 25+ year olds, from heartland India to the key metros, it ensures an unparalleled marketing platform.

The 7 Channel mix now offers the following:

1. BIG CBS Prime, a male skewed premium entertainment Channel (male 15+, SECA, 7 metros)
2. BIG CBS Love, the first ever international women's entertainment channel (female 15+, SECA, 5 metros)
3. BIG CBS Spark, the first ever International youth Channel (4-24, SECA, 7 metros)
4. BIG MAGIC, a variety entertainment Channel for the Hindi heartland (CS 4+ MP, UP, Bihar)
5. Spark Punjabi, the country's first International Punjabi Channel (CS 4+, Punjab, 1mn+)
6. BIG RTL Channel in the action space
7. BloombergUTV, India's premiere Business news channel (male 25+, SEC A, 7 metros)

With a prolific mix of channels cutting across genres ranging premium English, credible news and well tailored regional channels, the bouquet of Reliance Broadcast Network stands to make a significant impact in the market.

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Speaking on the occasion said Tarun Katial, CEO, Reliance Broadcast Network, "With the addition of BloombergUTV to the RBNL network, we now present one of the strongest television portfolios in the country. This consolidation of the network delivery platform allows us to enable marketers with a single consolidated outreach platform, while offering audiences the best possible television content."

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 4 Channels, BIG CBS Prime, BIG CBS Love, BIG CBS Spark and the first international Punjabi Channel 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. BIG LIVE – This division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms. BIG PRODUCTIONS – This division functions as a television content production house catering to the diverse creative needs of the Indian television landscape. BIG STREET – In the business of acquiring and marketing of long term premium out of home inventory. For more information, log on to: www.reliancebroadcast.com

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