

January 10, 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**


Gururaja Rao
Company Secretary & Manager



Encl: As above

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BIG CBS marks regional television foray with - SPARK PUNJABI

~ Reliance Broadcast Network and CBS Studios International complement JV portfolio with dedicated international Punjabi Channel ~

~ Leverages high synergies within the Reliance Group ~

~ To tap into a potential Rs. 1200 crore ad-pie ~

India, January 10, 2012... The BIG CBS JV today announced its regional television foray and the launch of the fourth channel from its stable, **Spark Punjabi**. BIG CBS JV has already launched 3 Channels - BIG CBS PRIME, BIG CBS LOVE and BIG CBS SPARK and stands as the No. 1 English Entertainment Network in the country.

Spark Punjabi, is a category creator, positioned as the **first International Punjabi Channel** and will launch on January 14, 2012. Targeting the 15+ audience, the channel will feature the best of CBS content all dubbed in Punjabi, giving local audiences immediate access to world class entertainment. The channel will be available across **Punjab, Haryana, Chandigarh and Himachal Pradesh (PHCHP)** region. The Channel will be distributed on digital and analog platforms, with an extensive reach of over 6mn+ C&S households in the region.

Spark Punjabi will air the latest seasons of international shows such as *Jerry Springer*, *Hawaii Five-O*, *America's Next Top Model*, *Masked Warriors* – an international wrestling format, amongst others, dubbed in Punjabi. The channel will also feature a judicious mix of Punjabi music, international dubbed movies and local programming in Punjabi.

The **PHCHP** is one of the richest regions and boasts of a strong base of affluent consumers. With 78% TV penetration and 88% C&S penetration, coupled with limited local language entertainment options, the market offers a good business opportunity for this channel format. Add to this the 1200 crore advertising pie, creates an exciting opportunity for this platform.

With RBNL's existing leading radio brand 92.7 BIG FM, reaching 22 cities in the region and its OOH arm BIG Street's 3000+ ambient media options across the markets, Spark Punjabi will offer marketers an integrated media opportunity like none other in the region.

The channel will be supported by an integrated marketing plan leveraging multi-media. Added to this will be the media muscle of the entire Reliance Group.

Tarun Katial, CEO, Reliance Broadcast Network Ltd. said, "India's booming regional television industry with limited regional entertainment options is an opportunity that we are leveraging. With our robust radio network in place, Spark Punjabi will allow a more integrated offering to marketers, while presenting audiences with the best television entertainment."

Armando Nuñez, President of CBS Studios International said, "The move into the regional market perfectly complements our existing bouquet of channels in India, utilizing existing programming resources customized to the Punjabi market and backed by Reliance's great media assets in the region."



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 changing 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 has already made a significant impact on India's burgeoning entertainment industry and stands as the No. 1 English Entertainment Network in the country.

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.

