

August 9, 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



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Ganesha turns 4 this year!

92.7 BIG FM presents the most successful green drive ever, BIG GREEN GANESHA, now in its 4th year.

Mumbai, 9th August 2011: 92.7 BIG FM, the country's largest FM radio network steps forward once again for the fourth year to promote the endeavor of creating a cleaner and greener environment by presenting the **BIG GREEN GANESHA...** 92.7 BIG FM first launched this concept in 2008. Since then, the campaign has grown from strength to strength each year, both from a society involvement and the value it generates for its partners.

This year, **BIG GREEN GANESHA** promises to be Bigger, Better and Greener, offering brands a perfect opportunity to get their message across in an otherwise cluttered festival season.

The initiative cuts across platforms thereby ensuring mass participation. Lead by 92.7 BIG FM on radio, the property has a strong on-ground paper collection drive in residential colonies and corporates, installation of paper mache ganesha idols in malls and pandals, OOH and print visibility, an online application that allows the web world to support the cause and most of all, the unique nature of the initiative garners unprecedented PR.

The concept moved the local populace and celebrities alike. Super Star Salman Khan, Vidya Balan, Sonu Sood, Sonu Nigam and other key members of the music Industry have participated in this drive earlier and this year, the list will get only BIGGER!

Done across **13 markets** where Ganesha festival is celebrated, namely, Mumbai, Surat, Baroda, Rajkot, Indore, Bhopal, Gwalior, Sholapur, Goa, Bangalore, Hyderabad, Vizag and Chennai, this is arguably the biggest drive of this nature. As a socially responsible organization 92.7 BIG FM continuously introduces such environmental friendly initiatives like using Organic Colors during Holi, recycled paper stationery etc.

To ensure maximum reach and awareness 92.7 BIG FM is also creating a Face Book Application for the people who cannot personally participate in the drive. They can accordingly visit the FB page and LIKE the application. For every 100 LIKES, 92.7 BIG FM will donate 10kg of newspapers thus ensuring that even indirectly people can contribute to this initiative.

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Commenting on this campaign **Soumen Ghosh Choudhary, Business Head, 92.7 BIG FM** says, "This is the 4th Year of Eco Ganesh initiative by 92.7 BIG FM. It brings us great pleasure to celebrate the festival of Ganpati along with our listeners by involving them to participate in an eco-friendly fashion that will contribute to a cleaner and greener environment. Through this offering, we want to connect with the entire city and bring them together to make a difference through a simple act of paper contribution that will help us in reaching out to our listeners. We at 92.7 BIG FM wish its listeners Happy Ganpati."

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

For further information contact:

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