

BIG™

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April 11, 2012

The General Manager
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 Phiroze Jeejeebhoy Towers
 Dalal Street, Fort,
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 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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MEDIA RELEASE

THE ULTIMATE MUSIC DESTINATION, BIG CBS SPARK NOW ON DISH TV

3 CHANNEL BOUQUET OF BIG CBS NOW AVAILABLE TO VIEWERS OF DISH TV

INDIA'S NO. 1 ENGLISH ENTERTAINMENT NETWORK NOW BOASTS OF A REACH TO 42.5MN HH'S

THE BEST MUSIC MIX INTERSPERSED WITH PROGRAMS LIKE CHEATERS, SMASH CUTS...

Mumbai, April 11, 2012... Close on heels to closing distribution deals for BIG CBS Prime and Love, the BIG CBS Network which is the JV between Reliance Broadcast Network and CBS Studios International inks the distribution deal for the third channel BIG CBS Spark on Asia's largest DTH provider – Dish TV. Positioned as the ultimate music destination, BIG CBS Spark offers the huge 12.5 million subscriber base of Dish TV, access to the best music mix from the international and Indian market spread across genres.

BIG CBS Spark, targeted at the youth audiences and catering to their entertainment requirements is loaded with music and peppered with hit shows like the Cheaters, Maximum Exposure, Smash Cuts, Oblivious and Real TV. On Dish TV, it is available on channel number 449.

This deal takes the total reach of the BIG CBS Channels to a strong **42.5 million** house-holds making sure it reaches its international English entertainment content to its relevant target audiences in India.

With excellent synergies coming into play, the deal helps both businesses benefit with the digitization reform which is in the anvil.

Speaking on the development, Salil Kapoor, Chief Operating Officer, Dish TV, said, "Dish TV being the pioneer and market leader in DTH Industry has now the bouquet of Big CBS channels for all its valuable customers. We are proud to extend our partnership to the entire BIG CBS Bouquet – BIG CBS Prime, Spark and Love to our 12.5 million subscribers; Dish TV endeavors to bring entertainment at par best in terms of quality content, we hope that our alliance will mutually benefit each other."

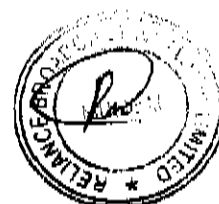
Speaking on the alliance, Vishal Rally, Business Head, BIG CBS Networks said, "We are happy to have the BIG CBS Channel Network on Dish TV. This is part of our continued endeavor to reach the world-class content from India's No. 1 English Entertainment Network - BIG CBS's stable to audiences seeking English entertainment in India."

This alliance complements Reliance Broadcast Networks' recent campaign called 'Choose Your Set-Top-Box Wisely', designed to increase awareness and empower consumers with adequate information to make the right choice while choosing their set top boxes, while parallelly enabling operators to build their brand equity. Reliance Broadcast Network has a robust well crafted 7 channel and is ready to maximize from the digital wave.

About BIG CBS Networks Private Limited:

An equal joint venture between Reliance Broadcast Network Limited and CBS Studios International, BIG CBS Networks has changed the way English language television entertainment is served to Indian audiences. The JV, at start, 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 targeted at India's fast-growing, upwardly mobile population 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

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distribution platforms. The BIG CBS JV has also forayed into the regional television industry of India with Spark Punjabi - targeted at the markets of Punjab, Haryana, Chandigarh and Himachal Pradesh (PHCHP) region. Spark Punjabi is a category creator and is positioned as the first International Punjabi Channel. 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.

About Dish TV India:

Dish TV is Asia's largest direct-to-home company and part of the biggest media conglomerate - Zee Group. Dish TV has on its platform 330+ channels and services including 21 audio channels with 12.5 million subscribers, which is growing. The company has a vast distribution network of about 1400 distributors and 55,000 dealers that spans around 6600 towns across the country. Dish TV has 24*7 call centres with 1600 seats in 11 different languages to take care of subscriber requirements at any point of time. For more information on Dish TV, visit www.dishtv.in.

