

August 10, 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 3

Experience India's first ever radio movie festival this Independence Day exclusively only on 92.7 BIG FM

Film Critic & author Bhavana Somaya discusses 'Patriotic cinema' with directors Rakeysh Omprakash Mehra & Raj Kumar Gupta

Mumbai, 10th August 2011: India's No 1 radio station, **92.7 BIG FM** brought together noted film critic, author and historian **Bhavana Somaya** to discuss a befitting topic on the occasion of the 65th Independence Day with film makers **Rakeysh Omprakash Mehra & Raj Kumar Gupta** who have made successful movies with a patriotic and a socially relevant theme. They spoke about how their films sensitively brought to life the country's new found confidence, its perseverance, and its tongue-in-cheek humor and above all it's never say die attitude and its patriotic spirit. The event was in context of a first ever Independence film festival on 92.7 BIG FM which will telecast Radio versions 5 top patriotic films this 15th Aug, across 29 of its stations in the Hindi speaking markets.

Bollywood has always been the keen observer and welder of the national mood. The love-of-country movies bring out the emotions of the people for the country. This patriotic genre of filmmaking became very popular in the years between the 1940s and 1960s and got revived in the recent years. There were really period films that brought alive the atmosphere of the times. Whether it was "*Haqeeqat*", "*Shaheed*", "*Hindustan Ki Kasam*", "*Sarfrosh*", "*Border*", "*Legend of Bhagat Singh*"...among others, our hearts fill with pride and our eyes water by the time we are out of theatre

Cinema has contributed immensely in connecting people across the country. Right through the decades, movies on legendary freedom fighters and battles they fought and the sacrifices they made held its audience captive in cinema houses.

Speaking at the occasion Soumen Ghosh Choudhary, Business Head, and 92.7 BIG FM said "This is BIG way of saluting the patriotic fervor in our Films this Independence day by airing top 5 Hindi Films on-air. This innovative Radio Film Festival is sure to capture hearts & minds of movie buffs to a unique experience never heard on radio before. We have lined up exciting content around these films which will surely entertain millions across the country. Though today we have several genres within the industry, I feel that the one which tugs our hearts is by far the patriotic cinema. 92.7 BIG FM feels proud to have brought together these stalwarts & their films who have given the 'patriotic movie' genre a whole new meaning this Independence Day."

Tune in to 92.7 Big FM, this Independence Day to find out how patriotic films have made an impact on the minds of today's youth.

About Reliance Broadcast Network Limited:

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:**Cheryl D'Souza – Waldiya**

Associate Vice President - Corporate Communications

Address: Reliance Broadcast Network Ltd.

401, 4th Floor, Infiniti Mall,

Link Road, Oshiwara,

Andheri (W), Mumbai – 400 053

Mobile: +91-9322198940**Direct:** +91-22-3068 9430**E-mail ID:** cheryl.waldiya@reliancebroadcast.com