

BIG™

Reliance Broadcast Network Limited
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February 13, 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

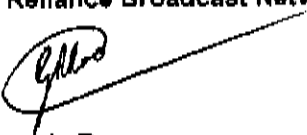
Please find enclosed the Media release. Kindly inform your members accordingly.

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 SPARK'S MUSICAL BOUQUET FOR GEN NEXT

- UNDERSTANDS PULSE OF THE TARGET AUDIENCE -
- MUSIC OFFERING - BOTH INTERNATIONAL AND INDIAN -
- OFFERS A STRONG PLATFORM TO ARTISTS -
- GETS DIGITAL READY -
- POSITIONED AS THE ULTIMATE MUSIC DESTINATION! -

Mumbai, February 13, 2012: For most youth today music is a lifeline! BIG CBS SPARK, in keeping with the needs of its Gen Next viewers, spews out some of the hottest, greatest and power-packed music-based shows. In its endeavour to sharpen the channel's musical offering, BIG CBS SPARK brings music based shows - HIP HOP MCs, INDIE ROCK MANIA and HOT HITZ to its young audiences. Apart from urban-international music, BIG CBS SPARK will also introduce Indian music with fresh music blocks ranging from hip-hop, rock, pop, folk, world, brass, chamber music, latest hits and more. The music segments will excellently complement the existing shows like Cheaters, Max, Smash Cards, Oblivious and Real TV. With this move, BIG CBS Spark becomes the ultimate music destination!

In connecting with its audiences on ground, BIG CBS Spark will also feature college festivals, music concerts, youth fests, music launches and the likes. The Channel will also offer a platform for young and upcoming artists to be showcased in the Channel.

With the youth as their audiences, the Channel will see a heavy use of social media to connect with audiences and already has in place a series of communications on the digital platform to engage with them.

The sharpening of music content also comes from a deep understanding and in-depth research of what the audiences seek for entertainment. In gearing for digitization which is in the anvil, the Channel is ensuring it caters to the requirements of quality and variety for audiences while offering a value proposition to its operator-partners. This new offering complements Reliance Broadcast Network's recently launched 'Choose Your Set-Top-Box Wisely' campaign, which is 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.

BIG CBS Spark's well crafted programming promises to resonate well with its audiences. Watch this space for more offerings from the Channel!





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 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.

For further information contact:

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