

February 16, 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: a/a

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BIG CBS SPARK PUNJABI IS THE SHER OF PUNJAB!

RELATIVE MARKET SHARE OF 29% IN PRIME TIME AMONG MALES

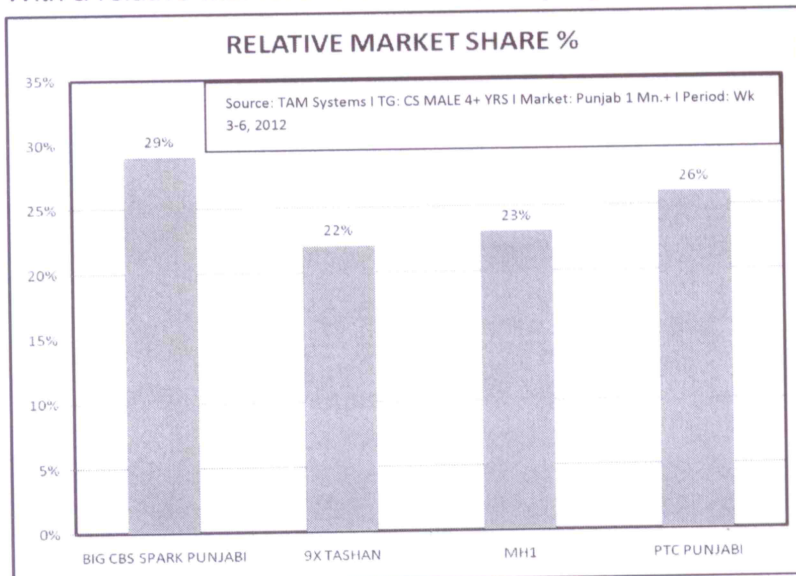
BECOMES UNDISPUTED NO. 1 CHANNEL IN THE REGION

LEADS PRIME TIME WITH SHOWS LIKE JERRY DI ADAALAT, VEER HAWAII DE, AMREEKA DI TOP MODEL AND INTERNATIONAL MOVIES

BEATS THE LIKES OF 9X TASHAN, MH1, PTC PUNJABI...

February 16, 2012, Mumbai: Spark Punjabi, the first International Punjabi Channel for the PHCHP region launched by Reliance Broadcast Network and CBS Studios International's JV- BIG CBS, has emerged as the undisputed leader in the region. The Channel has lit some spark in the region, with its rating as an undisputed leader during prime time, source TAM reports, week 3-6 2012 (TAM India: CS4+ Males, Punjab 1 Mn.+), 7PM – 12AM. The category creator, in just a little over a month since launch, has created unprecedented excitement amongst the local populace beating competition, the likes of 9X Tashan, MH1 and PTC Punjabi.

With a relative market share of 29%, the programming has proven to be the best in line. With its



endeavour to offer hand-picked world class content, dubbed in Punjabi to the audiences, the Channel has instantly become a hit, offering advertisers the best possible platform that they could seek, to reach out to audiences with minimal spill-over. The region is one of the richest regions and boasts of a strong base of affluent consumers. Excellent TV and C&S penetration, coupled with limited local language entertainment options, the market offers a good

business opportunity for this channel format.

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, BIG CBS Spark Punjabi offers marketers an integrated media opportunity like none other in the region. The channel is being supported by an integrated marketing plan leveraging multi-media platforms. Added to this will be the media muscle of the entire Reliance Group.

With top international shows like Jerry Springer - *Jerry Di Adaalat*, Hawaii Five-0 - *Veer Hawaii De*, America's Next Top Model *Amreeka Di Next Top Model*, Masked Warriors – an international



wrestling format *Zabardast Kushti*, coupled with an excellent mix of Punjabi music, dubbed international movies and its latest reality hunt show BIG BOLI Star, the Channel's popularity has beaten competition in record time, taking it to the leadership position.

Speaking on the rating, **Mr. Vishal Rally, Business Head, BIG CBS Networks** said, "The strategy of taking world class content, tailoring it to meet local sensibilities and catering to the entertainment requirements of the people of Punjab has worked! Audiences have lapped up the channel, while advertisers are seeing excellent value for their brands."

The channel is available across **Punjab, Haryana, Chandigarh and Himachal Pradesh (PHCHP)** region and distributed on digital and analog platforms, with an extensive reach of over 6mn+ C&S households in the region.

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:

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