

# BIG<sup>TM</sup>

**Reliance Broadcast Network Limited**

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September 15, 2011

The General Manager  
Corporate Relationship Department  
Bombay Stock Exchange Limited  
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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, 5<sup>th</sup> 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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## BIG CBS LOVE emerges leader in under 6 months of launch

~ Is officially the Indian women's newfound Love ~

September 15, 2011: BIG CBS LOVE, the channel for urban contemporary women from BIG CBS stable has revolutionized the English genre in Indian television industry. The channels seems to be the new choice for Indian females (SEC AB 15+) when it comes to its daily shows that give a mix of romance, humor, fashion and drama. The channel has outdone its competition by scoring 5.66 GRP at the 5 metro level, in under 6 months of launch.

BIG CBS LOVE, India's only English Channel targeted at the urban contemporary woman, has captured 52% relative market share (CS 15+ AB Female Week 37 All days, 5 metros) amongst the premium women audiences, ahead of its closest competitor who has captured 48% relative market share. With shows like *Next Top Model*, *Oprah Winfrey Show*, *Everybody Loves Raymond*, *Rules of Engagement*, *Chick flicks* etc., BIG CBS LOVE's market share only points upward, giving the channel an increasingly dominant position in the market.

On this huge success of all television channels Mr. Nikhil Mirchandani, Business Head, Television, Reliance Broadcast Network Ltd. said, "With its pioneering move of starting thematic channels in English Genre, BIG CBS now has firmly strengthened its position in the category. It is endearing to see BIG CBS LOVE taking a lead in the market and the content being appreciated by Indian female viewers. It is our endeavour to offer the discerning Indian audience superlative world class entertainment, while providing advertisers a winning brand to partner with."

Besides BIG CBS LOVE, the other two channels BIG CBS PRIME and BIG CBS SPARK have also shown striking success and got dominant positions in the market.

### About BIG CBS Networks Private Limited:

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

