

November 18, 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**


Gururaja Rao
Company Secretary & Manager



Encl: As above

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Reliance Broadcast's 92.7 BIG FM and AVON Cycles come together for CYCLOGREEN across 36 cities of India

~ Once a week cycling to work to stay healthy and fit ~

~ A month long campaign promoting the use of bicycles over other vehicles as being environment friendly ~

Cycle is a poor man's transport, hobby of rich man and medical activity for the old...

Mumbai, November 18, 2011...After the super success of the previous year's cycle rally, Reliance Broadcast Network's radio arm 92.7 BIG FM and AVON Cycles are all set to attempt the biggest ever **AVON CYCLOGREEN**. The CYCLOGREEN will engage the citizens of India to take a unique pledge to cycle to work at least once in a week. The initiative has been crafted for a better and greener tomorrow. The AVON CYCLOGREEN will see its national flag off from Chandigarh on 24th November 2011 post which it will travel across 36 cities of India to see its grand culmination in Kolkata on 20th December 2011. Each city will see one lucky winner emerge, who will win a bicycle, duly autographed by the jock.

Through the activity promotion the BIG FM team, led by the RJ's, will encourage the local populace, to use their bicycle at least once a week. The RJ's will motivate the listeners to support the cause by sending support messages and by adopting the habit of cycling. There are several options to contribute to the environment, but the act of cycling once a week is the easiest, free and with this habit any one can contribute. BIG FM which lives its brand-line – *Suno Sunao, Life Banao*, in each of its offerings, has always conceptualized initiatives that contribute positively to the lives of listeners and this is yet another initiative in the same space. 92.7 BIG FM has partnered with the leading cycle manufacturer of the country - **Avon Cycles** for this activity and is confident that together they will be able to create a sizeable impact across India.

Speaking about AVON CYCLOGREEN, **92.7 BIG FM spokesperson**, said, "We are extremely happy to bring in the second leg of the Avon Cyclogreen. 92.7 BIG FM is a consumer centric brand and this initiative is in keeping with our endeavor to impact lives of our listeners positively through whatever we do, especially in the green space. We are very happy to have Avon Cycles as our partners through this initiative and are confident that together we will be able to reach out to a relevant mass, creating an impact in the green space."

Speaking about the joint initiative, **Onkar Singh Pahwa, Managing Director, Avon Cycles** said, "Now people across the country will cycle for a cause and we hope that every concerned citizen of our country will come out and cycle their way to change not only perceptions but the future. This event will promote the idea of going green through cycling. As we know cycling is the best way to exercise and to go places without polluting the environment. With this initiative we also hope and look forward to more bicycle riders commuting on city roads soon. We hope that this starts a revolution for a better and a greener tomorrow. I would also like to thank Big FM for their support and our Advertising Agency Crayons Advertising for the wonderful conceptualization of the event."

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 4 crore 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 – marked the Company's entry into the regional entertainment space, positioned as India's only Channel exclusively for the Hindi Heartland. 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

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