

March 20, 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



Asheesh Chatterjee
Chief Financial Officer

Encl: As above



BIG CBS PRIME PAR DISH SAWAR HAI

BIG CBS PRIME NOW AVAILABLE ON DISH TV, ASIA'S LARGEST DTH PLAYER

Press Release, Mumbai, March 20, 2012... BIG CBS Networks Pvt. Ltd. – the joint venture between Reliance Broadcast Network Ltd. and CBS Studios International, inks distribution deal with Dish TV, Asia's largest DTH Company. The move further adds reach of BIG CBS Prime to a plum audience base of 12.5 million subscribers, taking its total reach to 42.5 million homes.

Dish TV viewers can watch Big CBS Prime on channel number 447. Dish TV subscribers base now can watch the latest-freshest-hottest content straight from the United States on BIG CBS Prime. Dish TV has always been a leader in providing the maximum and updated content which is 330+ channels for its customer base and this only strengthens its offering.

Speaking on the development, Salil Kapoor, Chief Operating Officer, Dish TV, said, "Dish TV being the pioneer and market leader in DTH industry keeps adding feathers in the cap by giving our customers the best of channels as we firmly believe "Content is king". We are proud to offer BIG CBS Prime to our 12.5 million subscribers; Dish TV will keep bringing entertainment at our customer doorsteps, we hope that our alliance will mutually benefit each other."

Speaking on the alliance, Vishal Rally, Business Head, BIG CBS Networks said, "We are very excited to announce this alliance. Dish TV are pioneers in bringing DTH concept in India for the first time and modernized Television Viewing. With this, we grow our reach substantially, while simultaneously taking the distinctive and eclectic programming mix of BIG CBS Prime to the discerning upwardly mobile audiences of India. This is in keeping with our recently launched campaign of Choose-Your-Set-Top-Box Wisely, which is designed to benefit multiple stakeholders across consumers, operators and Channels. With digitization kicking in, the timing couldn't be more perfect."

BIG CBS Prime, a male skewed premium entertainment Channel (male 15+, SECA, 7 metros) and is part of the BIG CBS Networks that stands as the No.1 English Entertainment Network and a force to be reckoned with. With some of the best international content on Prime, ranging Hawaii 5-0, Survivor, The Jerry Springer Show, The 4400, Galileo Extreme and home grown shows like BIG Style Icons and Made to Order to name a few, the content of the Channel promises to further resonate with subscribers of Dish TV.

BIG CBS Networks, with its robust distribution reaches an excellent mix of original world class entertainment from the US and locally home grown shows, to Indians across the country is already available on major digital cable and DTH platforms.

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

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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.

About Dish TV India:

Dish TV is Asia's largest direct-to-home company and part of the biggest media conglomerate – Zee Group. Dish TV has on its platform 330+ channels and services including 21 audio channels with 12.5 million subscribers, which is growing. The company has a vast distribution network of about 1400 distributors and 55,000 dealers that spans around 6600 towns across the country. Dish TV has 24*7 call centres with 1600 seats in 11 different languages to take care of subscriber requirements at any point of time. For more information on Dish TV, visit www.dishTV.in

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