

February 24, 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
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National Stock Exchange of India Limited
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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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MEDIA RELEASE

BIG MAGIC PRESENTS BRAND NEW SHOWS *HUM HAI BAJRANGI* AND *POLICE FILES*

SHOWS CRAFTED AROUND LOCAL INSIGHTS AND SENSIBILITIES

TO BUILD ON ITS EXISTING LEADERSHIP WITH EXCITING NEW OFFERINGS

HAS A REACH OF 1.4 CRORE UNDUPLICATED WEEKLY AUDIENCES

THE PERFECT WINDOW TO THE HINDI HEARTLAND FOR BRANDS

COMPLEMENTS RECENTLY LAUNCHED 'CHOOSE YOUR SET TOP BOX WISELY' CAMPAIGN

Mumbai, February 24, 2012... BIG MAGIC, India's first variety entertainment channel for the core Hindi heartland from the Reliance Broadcast Network stable, featuring locally relevant entertainment around Humor, Movies, Reality, Talent Hunts and Action Sports further strengthens its offerings with the introduction of two new daily show ***Hum Hai Bajrangi*** & ***Police Files*** which premier on **March 12** at **6:30pm & 9:30pm** respectively, **Monday to Thursday**.

In line with its programming philosophy to offer audiences in these regions locally relevant and insightful programming, these new show have been developed on the back of in-depth research, identifying local consumer insights, which indicated high affinity of audiences in this region to both **mythology** and **crime related** programming.

Hum Hai Bajrangi is a mythology-cum-fantasy sitcom based on local relatable characters. It is a simple story that rides on the strong belief that Lord *Hanuman*, has in the region. *Bajrangi* is the story of transition of a powerless and meek person to a powerful hero, with help of Lord Hanuman who empowers him with his knowledge and teachings. The story focuses on relatable everyday life situations that audiences will relate to and showcases how these can be easily tackled with the age old philosophy and teachings of Lord Hanuman. The show offers a unique blend of mythology and comedy that will clearly resonate with audiences in this region.

Police Files is not just another crime show, but one that features real life stories from incidents that have taken place in the Hindi Heartland that are used to empower audiences to protect themselves from such crimes. The Hindi Heartland is known for its high crime rate ranging from crime against women, drug trafficking, extortion, murder for hire, homicide, kidnapping, theft, land mafia and more. This new show brings to life, real high profile cases through recreation and also goes a step further by empowering audiences to be better equipped to deal with these criminal situations. The show features a psychiatrist, real lawyers and the real police officials, who discuss the reason, rationale, signs to look out for and more, when it comes to dealing with crime in the region.

With increased original programming based on insights and content preferences of the region, these new shows are sure to connect well with audiences and offer advertisers an even stronger platform to connect with their consumers in the region.

The new shows will be promoted through an aggressive multi media campaign, featuring TV, Radio, OOH, Print, Digital, Cable, Cinema across the Hindi Heartland to ensure that audiences quickly sample these new offerings on the channel.





The Company statement said, "BIG Magic has been very well received by audiences in the Hindi Heartland and we intend to further our leadership position with the introduction of these two new shows. Both these shows have been conceptualised based on local understanding and entertaining preferences of audiences in this region. We are confident that audiences will enjoy this content, and marketers will see even greater value in associating with the channel."

With digitization in the anvil, Reliance Broadcast is gearing to optimize through un match-able content across its 7 Channel bouquet, while parallely launching a campaign - '**Choose Your Set-Top-Box Wisely**' with the aim to increase awareness and empower consumers with adequate information to make the right choice while choosing their set top boxes, while parallely enabling operators to build their brand equity.

About Reliance Broadcast Network Ltd.

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. It houses the following verticals: **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 4 Channels, BIG CBS Prime, BIG CBS Love, BIG CBS Spark and the first international Punjabi Channel Spark Punjabi; **BIG MAGIC** – marked the Company's entry into the regional entertainment space, positioned as India's only Channel exclusively for the Hindi Heartland. Added to this robust bouquet, the Company also distributes **BloombergUTV**, India's premier business news channel. In the space of live entertainment the Company has **BIG LIVE** a division which develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms and synergizing excellently with this division is **BIG PRODUCTIONS** a division which functions as a television content production house catering to the diverse creative needs of the Indian television landscape; In the out of home space, the Company has **BIG STREET** – which is in the business of acquiring and marketing of long term premium out of home inventory. For more information, log on to: www.reliancebroadcast.com

