



Reliance Broadcast Network Limited

401, 4th floor, 'Infiniti', Link Road,
Oshiwara, Andheri (W), Mumbai- 400 053

Tel.: +91 22 3068 9444.

Fax: +91 22 3088 8927

May 24, 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
(formerly known as Reliance Media World Limited)

Asheesh Chatterjee
Chief Financial Officer



page 1 of 3

BIG MAGIC LAUNCHES FIRST EVER LOCAL ON GROUND GAME SHOW - KHILADI No. 1

May 24, 2011: India's premiere channel for the Hindi heartland, BIG MAGIC, from Reliance Broadcast Network Ltd., has struck its magical powers in the regional entertainment television space! Within 3 weeks of its launch, BIG MAGIC, with its light hearted unique content won over the loyal viewers of UP, MP, & Bihar becoming the undisputed No. 1 channel in the heartland. Combined with the might of 92.7 BIG FM, this offers an incredibly lucrative integrated platform for brands and advertisers. And to take this regional game further, BIG MAGIC will soon launch, **KHILADI No. 1**, the first ever on-ground game show on Indian television.

KHILADI No. 1, will be the first ever local on ground game show, hosted by the very popular RJs of the no. 1 radio station of the region, 92.7 BIG FM. The show will become a platform for local populace to get on TV and play, otherwise seemingly simple games. Whether it's about sucking marbles with a straw or emptying a barrel of water with a spoon. The presence of RJs on the show will make an immediate connect with the local audience thus creating exiting content.

The game show will be played in high footfall locations like malls, shopping complexes, campus grounds and retail outlets thereby offering varied in-show integration possibilities for brands, right from games with the actual product itself to graphic elements like the time keeper. The channel promises to get even more exciting, exhilarating, energetic and highly entertaining, filled with fun, competition and camaraderie with the new show.

Positioned as India's first Channel, exclusively for the core Hindi heartland, featuring locally relevant entertainment around ***Humour, Bollywood, Movies and Musi,c*** BIG MAGIC today can boast of being the only channel that makes programmes with local flavour for the region. RBNL's already well established radio brand – 92.7 BIG FM, the leading radio network in this region, lends it the ability to give these initiatives scale across **11 key Stations** where it is present in the region.

Commenting on the innovative game show, **Sunil Kumaran, Business Head, BIG MAGIC** said, "The launch of **KHILADI No. 1** is key step towards keeping with our promise of bringing localized content and reflecting the entertainment needs of the Hindustan (Up, MP and Bihar). This will give the heartland it's very own localized game show and an exclusive range of programming mix."

BIG MAGIC will be distributed across all cable operators across the states of UP, MP and Bihar and spread across the likes of DEN, Digicable, WWIL, Hathway, Darsh and Maurya amongst others, reaching approximately 10 mn households in the heartland. The Channel will be placed on S-band, ensuring the channel is among the first 50 channels on the television sets, placed



among the top Hindi GEC's, ensuring excellent opportunity to see. BIG MAGIC will be supported with a high decibel integration plan on 92.7 BIG FM, Outdoor, Mall Activation, play-out seeding in malls, print and local cable.

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a multi-media conglomerate with play across radio, television, out of home and live entertainment. 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 3.57 crore Indians each week. BIG CBS – a joint venture with CBS Studios International, USA's No. 1 TV broadcaster which is launching 3 Channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark. BIG STREET – in the business of acquiring marketing rights for premium inventory and also acquiring long term premium inventory, across India. BIG LIVE – in the live entertainment business, the division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms. All these business verticals come together to offer a truly integrated solution to clients having built significant multi-media capabilities. For more information, log on to: www.reliancebroadcast.com

For further details, please contact:

Cheryl D'souza – Waldiya

Associate Vice President, Corporate Communications

Reliance Broadcast Network Ltd

Cell Phone: +91 9322198940

Email: cheryl.waldiya@reliancebroadcast.com

