

July 26, 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)


Gururaja Rao
Company Secretary & Manager



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BIG Live's ode to the Indian women entertainers with the launch of 'BIG Salute to Women Entertainers Awards'

Mumbai, July 26, 2011: BIG Live, the intellectual property vertical from Reliance Broadcast Network Ltd., today announced the launch of its new offering the '**BIG Salute to Women Entertainers Awards**', an exclusive platform which will honour women across 7 regional markets and will **celebrate the incredible success of the Indian Woman Entertainer** across **eight different genres viz. Cinema, Television, Music, Media, Fashion, Dance, Sports and Theatre**. The awards are a first of its kind initiative to honour the women entertainers without whom entertainment would never be complete.

The awards will see nominations from across seven key regions- Maharashtra, West Bengal, Karnataka, Andhra Pradesh, Tamil Nadu, Punjab, MP, UP & Bihar, which will then be open to audiences for voting through the Company's radio vertical **92.7 BIG FM**, both through sms and online. The nominees will be selected by an esteemed jury panel, locally identified for each region. Interestingly, the awards will have three categories- young, adult and senior, across the segments, covering all age groups and engaging a vast profile of viewers. Additionally categories like Cinema and television, will be directly put to popular voting on the network of 92.7 BIG FM for the listeners to select their favourite women entertainers.

Commenting on the announcement, Rabe. T. Iyer, Business Head - BIG Live said, *"Through this innovative concept, we wish to pay tribute to the world of women entertainers without whom we couldn't have been treated to a truly complete entertainment package. These awards will have high appeal in their respective regions as people will get to see their local women entertainers on this pedestal achieving recognition. The awards will receive multiple media promotions from across our business verticals- radio, television and out of home advertising. Through this platform, we will reach out to a diverse audience while offering marketers an excellent property to partner with."*

Having to its credit the successful execution of over 23 strong properties in under a year which include BIG Star IMA Awards & BIG Star Entertainment Awards (it received a whopping TRP of 5.78) reaching out to millions of viewers, BIG Live is back with another innovative and a unique platform which is sure to garner eyeballs.



About 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 3.57 crores 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 – marks the Company's entry into the regional entertainment space. The Channel is positioned as India's only Channel exclusively for the Hindi Heartland, featuring locally relevant entertainment around humour, music and Bollywood. 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

For further information contact:**Cheryl D'Souza – Waldiya**

Associate Vice President - Corporate Communications

Address: Reliance Broadcast Network Ltd.

401, 4th Floor, Infiniti Mall,

Link Road, Oshiwara,

Andheri (W), Mumbai – 400 053

Mobile: +91-9322198940

Direct: +91-22-3068 9430

E-mail ID: cheryl.waldiya@reliancebroadcast.com

