

29th May, 2011

The Secretary
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai- 400 001
FaxNos.
22723121/2037/2039/2041/2061/3719

BSE Scrip Code: 533143

Dear Sirs,

Sub: Joint Venture with RTL Group.

✓ **The Secretary**
The 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 Nos. 26598237/38
NSE Scrip id: RBN

This is further to our letter dated March 10, 2011, in connection with the above subject matter.

We wish to inform you that the Company through its wholly owned Subsidiaries has completed its final negotiations with RTL Group S.A. ("RTL"), a company incorporated in Luxembourg and executed the Joint Venture Agreement in connection with owning and/or operating a bouquet of several English language thematic channels in India thru an equally owned Joint Venture Company ("JVCo"), which will be a limited liability company incorporated in India.

The Company (thru its subsidiaries) and RTL will have an equal participation through 50:50 investments in the JVCo. This investment is subject to obtaining clearance from the concerned Regulatory Authorities.

Please find attached herewith a Media Release in this regard.

We request you to inform your members accordingly.

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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RTL Group and Reliance Broadcast Network Limited (thru its subsidiaries) sign Joint Venture Agreement for Television joint venture in India

Mumbai, May 29, 2011...RTL Group ("RTL"), the leading European Entertainment Network which is part of **Bertelsmann AG**, and **Reliance Broadcast Network Limited ("RBNL")**, one of India's youngest media conglomerates (through its subsidiaries), announced the signing of the Joint Venture Agreement to launch thematic television channels in India through an equally owned, joint venture company.

The joint venture company will be a limited liability Company, incorporated in India. RTL Group and RBNL (through its subsidiaries) will act as shareholders with an equal **50% equity interest** in the joint venture.

The initial scope of the investment will include two English-speaking thematic TV channels; **a reality channel** with international content, mainly from RTL Group's production arm FremantleMedia, and a channel primarily targeting male viewers with **action-oriented content**.

This joint venture marks RTL Group's entry into the burgeoning Asian television market and Reliance Broadcast Network's second international joint venture, following suit to its joint venture with CBS Studios International. The joint venture channels focusing on the reality and action genres, will address a clear void in international entertainment programming that currently exists in India.

Speaking on the occasion, **Mr. Tarun Katial, CEO, RBNL** said, "This joint venture brings the Europe's leaders into India and Reliance Broadcast Network is proud to be at the core of creating a revolution in the Indian English entertainment space. We are committed to offering audiences unprecedented international television content, and RTL Group's, extensive library and lineage compliment the partnership perfectly. The synergies, values and visions that both Companies share, will allow this joint venture to offer value to audiences and marketers alike."

Speaking on the occasion, **Mr. Andreas Rudas, Executive Vice President Regional Operations & Business Development Central and Eastern Europe of RTL Group**, said, "RTL Group believes strongly in the Indian market – a market with a young population which loves TV and impressive potential for further growth. We are thrilled to have such a strong local partner as Reliance Broadcast Network for our first broadcasting venture in Asia."



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 crores 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 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 humor, music and Bollywood. BIG STREET – In the business of acquiring and marketing of long term premium out of home inventory. BIG LIVE – This 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

About RTL Group

RTL Group is the leading European entertainment network, with interests in 41 television channels and 34 radio stations in 10 countries and content production throughout the world. The television portfolio of Europe's largest broadcaster includes RTL Television in Germany, M6 in France, the RTL channels in the Netherlands, Belgium, Luxembourg, Croatia and Hungary, Alpha TV in Greece, Ren TV in Russia and Antena 3 in Spain. RTL Group's flagship radio station is RTL in France, and it also owns or has interests in other stations in France, Germany, Belgium, the Netherlands, Spain and Luxembourg. RTL Group's content production arm, FremantleMedia, is one of the largest international producers outside the US. Each year, it produces 9,500 hours of programming across 54 countries.

For further details, please contact:

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