

October 31, 2011

The General Manager
Corporate Relationship Department
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers
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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



Encl: As above

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Reliance Broadcast Network's BIG Street retains OOH mandate for the premium Line II of Delhi Metro till 2016

Mumbai, October 31, 2011... Reliance Broadcast Network's OOH Arm, BIG Street, has strengthened its standing as one of the most favoured and innovative out of home solution providers, by retaining the mandate for the prestigious **Line II** of the **Delhi Metro Rail Corporation (DMRC)**. This **10.46 kms stretch** covers prestigious commercial, office, shopping and government office areas of central Delhi through its **9 high footfall stations** [Vishwavidyalaya (Catering to North Campus of Delhi University and Residential Areas in North Delhi), Vidhan Sabha, Civil Lines, Kashmiri Gate (interchange between Lines 2 and 1, as well as connecting to the Kashmiri Gate ISBT (Interstate bus terminus), Chandni Chowk & Chawari Bazaar (Commercial Hub of Delhi), New Delhi (Connecting to the Reliance Metro – Airport Line as well as to the New Delhi Station of Indian Railways), Rajiv Chowk (Connaught Place – Office hub and shopping hub the central business district of Delhi), Patel Chowk and Central Secretariat (Interchange station with Line 6)]. DMRC has already been one of the most successful mandates for BIG Street, and especially Line II. BIG Street has successfully hosted a host of innovations for its clients that boast of marquee brands across sectors - **BFSI, FMCG, consumer goods, automobile, fashion** etc.

With this retention of Line II, and other DMRC mandates i.e. Line II Extension (10 stations between Udyog Bhavan and Saket), Line III (21 stations between Barakhamba and Dwarka) as well as Reliance Metro Airport Express Line, BIG Street has access to **44 Metro stations and nearly 75% of the commuters**, making it the largest OOH player in Delhi Metro. The lines on DMRC, when combined with its digital pods - across malls and DMRC stations, street furniture, large format hoardings, Reliance Metro – Airport Line (between IGIA and New Delhi Stations) and BIG Cinemas, provides BIG Street a reach to almost **25 lakh Delhi-ites each day**.

In the quarter ended June 2010, BIG STREET posted a **growth of 13%** and is growing at a robust pace. With marketers understanding the power of an integrated media plan and using outdoor advertising media more effectively, and the consumer spending more time out of home - in retail outlets, roads, airports and metro trains, BIG Street will see increased yields, occupancy, marquee clients and a high ROI. Additionally, with the OOH ad revenues estimated to post a **12.4% CAGR over the next 5 years**, increasing size of the sector to **INR 29.6 bn**, BIG Street is readying to bite into a sizeable portion of this burgeoning industry.

Commenting on the development **Mr. Rabe .T. Iyer, Business Head, BIG Street** said, "We feel proud to have bagged this OOH mandate of DMRC for the second time in a row. The DMRC metro service is probably the most widely used public transport in Delhi whose passengers are mostly professionals across relevant SECs. Within a short time of being in the business we have firmly established ourselves as innovators for a wide variety of our clients who found value for money in campaigns initiated on their behalf



by BIG Street. We will continue to provide innovative platforms connecting marketers to relevant audiences."

BIG STREET markets key properties along with all out of home inventory assets of the Reliance Group, focusing on premium marquee properties e.g. Delhi Airport Metro Express - which gives advertisers access to the hard to reach air traveler, Mumbai Metro and others. Going forward, the Company will continue to develop its footprint in organized & regulated markets with focus on improving yields and occupancy.

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. 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 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

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