

**Reliance Broadcast Network Limited**

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May 23, 2011

The General Manager  
Corporate Relationship Department  
Bombay Stock Exchange Limited  
Phiroze Jeejeeboy 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, 5<sup>th</sup> 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 releases. 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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## Reliance Broadcast Network elevates Siddharth Bhardwaj to National Sales Head for 92.7 BIG FM and BIG Magic

Reliance Broadcast Network Limited today announces the appointment of **Siddharth Bhardwaj** as **National Sales Head**. As part of his new portfolio, Siddharth will be responsible for sales and revenue generation for the company's 45 station radio network **92.7 BIG FM** and the recently launched regional television channel, **BIG Magic**. Given the synergies between both businesses, Siddharth will lead the teams to market both these complementary businesses. As National Sales Head, he will report to **Soumen Ghosh Choudhury, Business Head, 92.7 BIG FM**.

Siddharth has been with the Company for the last 3 and half years and has ably spearheaded the North operations of 92.7 BIG FM as its Vice President. Under his proactive leadership, BIG FM North saw a significant year on year growth in its revenues. What's more, the North cluster network, under his direction and guidance, also moved to leadership in listenership in the region.

Siddharth Bhardwaj has rich experience in varied sectors spanning 16 years. He started his career with Exide Industries Ltd., and later on moved to Elf Lubricant India Limited. He then joined Punjab circle of Bharti Airtel Limited and looked after its SME Business.

Speaking about the appointment of Siddharth Bhardwaj as National Sales Head, BIG FM and BIG Magic, **Soumen Ghosh Choudhury, Business Head, 92.7 BIG FM** said, "Siddharth understands the nuances of the radio business and has already added great value to 92.7 BIG FM North stations. I am extremely confident that Siddharth will add tremendous value in the national role for BIG FM and BIG Magic. His keen understanding of media sales combined with his persistence as a sales professional and team work are strong attributes that drive his success."

Commenting on his appointment **Siddharth Bhardwaj** said, "RBNL is an extremely dynamic and growth focused organization with constantly evolving opportunities. I look forward to this new responsibility and hope my knowledge and experience in the entertainment industry, will allow me to work with the very capable sales team to be able to deliver greater growth for the organization."



About Reliance Broadcast Network:

*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 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 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](http://www.reliancebroadcast.com)*

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## **BIG MAGIC aces up its marketing initiatives**

**BIG MAGIC** India's first channel exclusively for Hindustan, the core Hindi heartland of Uttar Pradesh, Madhya Pradesh and Bihar, from the Reliance Broadcast Network stable, has launched an integrated media campaign to aggressively market the channel. Featuring locally relevant entertainment around Humor, Bollywood, Movies, and Music, BIG MAGIC within just 2 weeks of its launch was already a clear No. 1 across UP, MP & Bihar. An aggressive marketing push, will drive greater sampling of the channel fortifying its already strong position.

Keeping with it's promise of Smile Please, the creative campaign leverages famous Bollywood dialogues in a humorous manner, supported by unique local characters that immediately bring a smile on the face. Going with it's strategy to go deep within UP, MP and Bihar, the media plan consists of a very high decibel, radio campaign using 92.7 BIG FM – the No 1 radio network in the region, out of home focusing on relevant consumer touch points - mall wraps, retail space branding, intercity bus wraps, frequently seen transport auto and tempo branding, as well as television screens across cities.

Digital media is also being used to connect with viewers across the region. Both Online and Mobile form a part of the plan ensuring that consumer awareness and interest in the channel is driven through every relevant means.

The channels unique interactive, on ground game show Khiladi No 1, will also play a key part in promoting the channel, with an extensive on ground plan, taking the show across the region into many cities. With consumers interacting with the channel in such a unique and exciting way, BIG MAGIC will create great interest amongst audiences.

The entire launch marketing initiative will involve spends in excess of Rs 4 crores focused on the key markets in UP, MP & Bihar. And the channel will be continuously supported with an ongoing radio campaign and on ground to ensure consumer interest and sampling of the channel.



BIG Magic has brought innovation in its customary marketing initiatives too, wherein the channel has created a bookmark like effect with a tear away smiling mask on it's print media, thereby ensuring the recall of it's message, Smile Please! beyond the advertisement. The channel further enhanced it's idea in trade and client offices through a stand-up comedy act across Mumbai, Delhi and Kolkata. This together with a generous helping of 'Dhood Jalebi' (hot milked served with the tradional sweet, Jalebi) brought alive the flavor of the region, literally.

**Anand Chakravarthy, Executive Vice President, Marketing RBNL**, says, "BIG MAGIC reflects the mindset of the region and the creative idea of 'Smile Please' is a reflection of their attitude of making good of any situation. The channel is tailor-made to deliver this promise through light-hearted entertainment and we are confident that the already impressive channel performance will be enhanced through the new campaign. With our strong presence in these markets with 92.7 BIG FM, fortified with an integrated media campaign the launch campaign will see greater viewership driven for the channel "

#### **About BIG MAGIC:**

*BIG MAGIC marks the entry of Reliance Broadcast Network Ltd. in the regional entertainment space. It is positioned as India's only Channel exclusively for the core Hindi heartland, featuring locally relevant entertainment around Humor, Music and Bollywood. The Channel will derive huge synergies with RBNL's already well established radio brand – 92.7 BIG FM, the leading radio network in this region, operating 11 Stations in the heartland and catering a weekly audience of approximately 22 lakh (in the region alone), an ideal platform that will give BIG MAGIC speed to market.*

For further details, please contact:

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## Jackie Chan and Bruce Lee Special on BIG MAGIC's 'Movie Magic'

~ Brings Hindi dubbed Hollywood Action Blockbuster Films to the Hindi Heartland ~

**BIG MAGIC** India's first channel exclusively for the Hindustan, the core Hindi heartland from the Reliance Broadcast Network stable, featuring locally relevant entertainment around Humor, Music & Bollywood Entertainment will now also offer its audience some adrenaline rush through its **Friday 10 pm** property '**Movie Magic**'. Movie Magic will feature a series on Jackie Chan and Bruce Lee with some of the choicest and best films. Through this property, the channel will live up to its promise of offering this set of audiences, high octane entertainment through Hindi dubbed Hollywood action blockbuster films.

**Movie Magic** premieres on May 13<sup>th</sup>, with the film Game of Death, a film that mystifies the man and the legend, Bruce Lee. Lee plays Billy Lo, a successful movie star, who is shot for refusing to join an international management syndicate. He fakes his own death as an opportunity to pursue the gang in secret. Although the death of Lee inevitably affected the final production of the film, it still contains some of the most unforgettable sequences in the history of cinema. The climax, in which Lee combats different masters of martial arts on each floor as he climbs his way to the top of a pagoda, is a perfect example. And the unique nunchaku battle with Danny Inasanto proves that Lee was years ahead of his time.

Speaking about this initiative, **Sunil Kumaran, Business Head, BIG MAGIC** said "Our research and consumer insight understanding has led us to create this slot for Hindi dubbed Hollywood action blockbuster films. We are confident that there is a huge market for this entertainment and with this initiative are taking international content closer to the heartland. We already have an excellent programming mix of humor, music and Bollywood, which have already ensured the Channel is a hit. This new addition will only further strengthen our offering to audiences."





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