

July 21, 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



MEDIA RELEASE

RTL Group gets green signal from FIPB for Television venture with RBNL

RTL Group S.A. and RTL Group Beheer B.V. ("referred to as **RTL Group**") i.e. the leading European Entertainment Network which is part of Bertelsmann AG, gets green signal from Foreign Investment Promotion Board (FIPB) for its proposed Foreign Direct Investment for its television joint venture with Reliance Broadcast Network Limited (through its subsidiary/ies).

BIG SHOWBIZ BROADCAST LIMITED (formerly known as Imagine Showbiz Limited) "referred to as BIG SHOWBIZ" i.e. the proposed Joint Venture Company between **Reliance Broadcast Network Limited** (through its subsidiary) and RTL Group had applied for an approval from FIPB and FIPB at its meeting held on July 6, 2011 had approved the proposal of Foreign Direct Investment by RTL Group upto an extent of fifty percent of the post-issue share capital of BIG SHOWBIZ which is currently engaged in uplinking and downlinking of Non-News and Current Affairs Television Channels.

The Joint Venture Company proposes to launch two thematic television channels in India. The Channels are scheduled to be launched by the end of this fiscal where both partners will invest in equal amounts.

The Joint Venture plans to leverage RTL Group's production arm – Fremantle – to deliver cutting edge global entertainment formats – aimed at the international entertainment seeking, discerning Indian audience. With this launch, Reliance Broadcast Network Limited will fortify its presence in the Television business with a repertoire of 6 television channels, while offering Indian audiences a vast canvass of international content from both CBS and RTL Group.

With a market cap of 15.5 bln USD, RTL Group is the No.1 in TV and Radio Broadcasting in Europe, with 40 Channels and 31 radio stations spread across 10 countries. They are also global leaders in content production with 9,500 hours of TV programming per year across 54 countries, more than 300 programmes on air or in production worldwide and produces number one primetime shows for major broadcaster in almost every major TV market in the world. With more than 20,000 hours of content selling in over 180 countries globally, RTL Group also offers services across multiple platforms, including consumer products, live events, gaming, mobile, online and social media.

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, one focusing on reality and the second focusing on action genre, will address a clear void in international entertainment programming that currently exists in India.

R



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 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 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

For further Information:

Reliance Broadcast Network Ltd. | Cheryl D'souza-Waldiya – AVP Corporate Communications | 09322198940 | cheryl.waldiya@reliancebroadcast.com

R