



Reliance Broadcast Network Limited

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March 15, 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, 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.

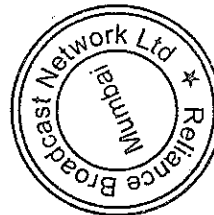
You are requested to take the same on record.

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 CBS PRIME Now on Airtel Digital TV

~ The channel scales up its distribution for wider reach ~

March 15th, 2011- BIG CBS Networks Pvt. Ltd., the joint venture between India's multi-media entity, Reliance Broadcast Network Ltd. and US's No. 1 television company, CBS Studios International, announces the signing of the deal with **Bharti Airtel Digital TV** to further strengthen its distribution network. This alliance allows BIG CBS immediate access to the excellent audience of Bharti Airtel Digital TV, allowing for wider reach of its channels.

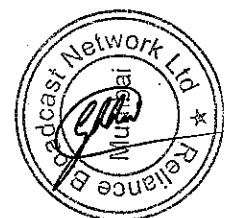
Bharti Airtel Digital TV customers can now enjoy the latest, freshest and hottest shows like **NCIS, Bellator, Survivor** and more, straight from the US. With over 5 mn customers that Bharti Airtel has in its subscriber base, BIG CBS stands to gain a relevant rich audience base. Viewers also stand to enjoy the excellent programming line-up of BIG CBS LOVE (which is launching on March 21st) and BIG CBS SPARK (also launching soon) which will also be available on this platform.

Speaking on the occasion, **Arup Gopikrishna, Vice President Distribution, BIG Broadcasting** said, "BIG CBS PRIME in a short span of time has managed to move up to number 3 position, beating some of its strong contemporaries. We want to amplify the reach of the channel to the relevant households and through this alliance we get closer to our target. This alliance will further our reach as we offer our deserving audience, truly international entertainment."

BIG CBS PRIME with its robust distribution network, reaching Original, World Class Entertainment from the US to Indians across the country is already available across over 30 Million HH's in all major digital cable and DTH platforms like Hathway, In Cable, Digi Cable, DEN, 7 Star, WWIL, ICC, Sun Direct, Reliance Digital, Videocon D2H and now on Airtel Digital TV. It is also available across many MSOs in smaller centers on their Digital networks, covering overall over 400 cable networks.

About BIG CBS Networks Pvt. Ltd.:

An equal joint venture between Reliance Broadcast Network Limited and CBS Studios International, BIG CBS Networks is changing the way English entertainment is served to Indian audiences. The JV is seeing the launch of 3 English Entertainment Channels, marking not just RBNL's, but the Reliance ADA Group's entry into the television broadcasting space and CBS Corporations entry into India.



The themed channels are being targeted at India's fast-growing, upwardly mobile population and are branded BIG CBS Prime, a premium English general entertainment channel, BIG CBS Spark, first international youth entertainment channel and BIG CBS Love, targeted at the contemporary urban couple. The channels offer audiences immediate access to authentic and current CBS programs, including some of the most popular television programs in the world. The Channels are available across a network of digital and analog distribution platforms.

With Reliance Broadcast Network Limited's multi-media presence and an integrated sales offering, combined with the content muscle of CBS Corporation, BIG CBS stands to make a significant impact in India's burgeoning entertainment industry.

About Airtel Digital TV

The DTH service from Bharti airtel – has over 5.1 million customers and is one of the leading national level DTH services in the country which offers its customers MPEG 4 with DVBS 2 - currently the most advanced digital broadcasting technologies available in the world after HD broadcasting. Additionally, airtel digital TV was the first to bring many firsts to the DTH segment in India including a Universal Remote which operates both the Set Top Box and TV set as well as several unique Interactive Applications. airtel digital TV recorder was the first to offer the capability to record live television, anytime, anywhere and recently added HD services to its portfolio. Users can also update themselves on the latest stock news. All this is backed by 24x7 customer care. airtel digital TV launched its services in October 2008.

