

**Reliance Broadcast Network Limited**

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April 25, 2011

The General Manager
Corporate Relationship Department
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Phiroze Jeejeeboy Towers
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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)


Gururaj Rao
Company Secretary & Manager



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Reliance Broadcast Network announces Intellectual Property, India's Sexiest Bachelor

**Intellectual Property will be amplified across the BIG CBS Channels, BIG
MAGIC, 92.7 BIG FM and BIG STREET**

Mumbai, April 25, 2011... Reliance Broadcast Network Ltd., the multi-media conglomerate and part of the Reliance Group announces the launch of a unique intellectual property, a first of its kind in India, conceptualized by its live entertainment division **BIG LIVE**. The property, titled **India's Sexiest Bachelor**, will put an end to the debate on who is the hottest and sexiest bachelor in India, by allowing the *aam janta* to vote for their sexiest bachelor, along with an esteemed jury panel. Showcasing its strong multi-media play, the property will be promoted across the **BIG CBS Channels** - **BIG CBS Prime**, **BIG CBS Love** and **BIG CBS Spark** (scheduled to launch shortly). It will also air on **BIG MAGIC**, the recently launched channel targeted exclusively at the Hindi heartland. The property will be amplified on the Company's radio vertical **92.7 BIG FM** as well it's out of home brand **BIG STREET** and will reach out to audiences across India.

India's Sexiest Bachelor will bring the 10 sexiest single men in India on one platform in the search for India's choice of the sexiest of them all! The winner will be selected on the basis of a public voting system and the opinion of an eminent jury panel. Backed by the expert programming team and audience feedback across the country, phase I will see a shortlist of the top 10 contenders for the coveted title. Phase II will call for India and the jury members to together select the top 5 contenders before the final winner will be selected. Selection will be through a transparent voting process online and on mobile.

This 8 episode series will feature 7 episodes of 30 minutes each, over the weekends, beginning May 14, 2011. The property will culminate with a grand finale on June 11th, which will be an hour long episode unveiling the final winner and India's Sexiest Bachelor!

With potential contestants like John Abraham, Yuvraj Singh, Ranbir Kapoor, Salman Khan and some more of the sexiest bachelors, the show is anticipated to create much excitement amongst audiences, while offering superlative content to the Channels and the radio station.

Commenting on India's Sexiest Bachelor, Ms. Aparnaa Pande, GM, **BIG CBS Networks Pvt. Ltd.** said, "The spotlight is going to be on the country's most eligible, single and sexy men. These young, handsome men have been the dream heroes of thousands of young women and men who have only had the opportunity to admire, adore and appreciate them from a distance...but the show gives them a chance to get close and personal and vote for their favorite. We are anticipating riots at the ballot box, but that's understandable because you pay a price when you are among India's Sexiest Bachelors!"

The **BIG CBS Channels** - **PRIME & LOVE** have already beaten key competition and are leading in the English GEC genre in relevant audience segments. **BIG CBS Spark** is scheduled to launch shortly.



Mr. Rabe T. Iyer, Business Head, BIG LIVE adds, "With a concept this strong and the ability to integrated this property across our media platforms, this intellectual property promises to provide audiences with an excellent entertainment offering, while providing marketers and advertisers the ability to benefit from the multiple media exposure their brands will get."

While a bulk of the votes will be received via SMS, Reliance Broadcast will be creating a special voting application on Facebook, along with special sections on the sites which will reveal the voting / sms code.

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 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

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