

April 24, 2012

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



Asheesh Chatterjee
Chief Financial Officer

Encl: As above





MEDIA RELEASE

BIG MAGIC LAUNCHES MOVIE SPECIAL - 'SUPERHIT CINEMA'

ACQUIRES FILMS FROM EXTENSIVE LIBRARY OF UTV MOTION PICTURES

TITLES INCLUDE FASHION, AAMIR, JODHAA AKBAR, DEV D, KAMINEY, RACE, LIFE IN A METRO, WAKE UP SID, A WEDNESDAY AND MORE...

ANOTHER EXCITING OPPORTUNITY FOR BRANDS TO TARGET THE HINDI HEARTLAND

Mumbai, April 24, 2012... **BIG MAGIC**, India's first variety entertainment channel for the core Hindi heartland from the Reliance Broadcast Network stable, featuring locally relevant entertainment around Humor, Movies, Reality, Talent Hunts and Action Sports further strengthens its offerings and adds another spark to its programs with special weekend programming '**Superhit Cinema**' - showcasing some of the best Bollywood films, hand-picked from the rich and expansive library of **UTV Motion Pictures**.

Superhit Cinema will be showcased from **Friday to Sunday at 4:00pm and 8.30 pm**. Some of the exciting titles include blockbusters like *Fashion, Aamir, Jodhaa Akbar, Dev D, Kaminey, Oye Lucky! Lucky! Oye, Race, Life in a Metro, Wake up Sid, A Wednesday* and many more.

Through this property, the channel delivers a cinematic feast of Bollywood's Biggest Superstars including Aamir Khan, Salman Khan, Hrithik Roshan, Kareena Kapoor, Priyanka Chopra, Aishwariya Rai etc through a repertoire of blockbuster movies dealing with myriad themes of love, romance, thrill, action, drama, comedy and just about anything that you could ask for. **Superhit Cinema** will further strengthen **BIG MAGIC's** offering and promises to work excellently with audiences, cementing the channels leadership position in the region.

While regional content created around truly local insights fiction continues to be at the core of the channels programming strategy, this weekend movie show will work as excellent destination for the whole family. This creates an excellent opportunity for marketers of brands across FMCG, Automobile, Electronics, Telecom, fashion brands, retail brands etc. Additionally, when clubbed with promotion on the region's No. 1 FM station – **92.7 BIG FM**, which boasts of presence across 11 stations in the region, **Superhit Cinema** offers an integrated media offering to marketers.

Superhit Cinema will be promoted through an aggressive multi media campaign, featuring TV, Radio, OOH, Digital, Cable across the Hindi Heartland to ensure that audiences don't miss out on these exciting movies.

**Tune in to watch these movies on 'Superhit Cinema' every Friday to Sunday
at 4pm & 8.30 pm on BIG MAGIC**

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. It houses the following verticals: 92.7 BIG FM – India's largest FM Network with 45 stations, reaching over 4 crore Indians each week; BIG CBS – A joint venture with CBS Studios International, USA's No. 1 TV broadcaster which has launched 4 Channels, BIG CBS Prime, BIG CBS Love, BIG CBS Spark and the first international Punjabi Channel Spark Punjabi; BIG MAGIC – marked the Company's entry into the regional entertainment space, positioned as India's only Channel exclusively for the Hindi Heartland. Added to this robust bouquet, the Company also distributes Bloomberg UTV, India's premier business news channel. In the space of live entertainment the Company has BIG LIVE a division which develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms and synergizing excellently with this division is BIG PRODUCTIONS a division which 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

