

March 29, 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.

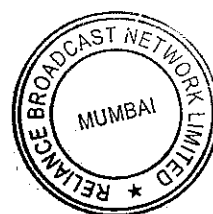
Thanking you,

Yours faithfully,

For Reliance Broadcast Network Limited



Gururaj Rao
Company Secretary & Manager



Encl: As above

Page 1 of 3



MEDIA RELEASE

BIG CBS LOVE BRINGS TO INDIA - HIT DRAMA SERIES 'RINGER'

STARS SARAH MICHELLE GELLAR AKA BUFFY THE VAMPIRE SLAYER

SHOW PROMISES TO BE A HIT AMONGST URBAN WOMEN AUDIENCES

AN EXCELLENT OPTION FOR MARKETERS TARGETING THE UPWARDLY MOBILE WOMEN

Mumbai, March 29, 2012: This summer, BIG CBS Love is gearing up to take the temperature a few notches higher...come April, BIG CBS Love - India's first international entertainment destination for the urban women - will bring to you hit drama series, 'Ringer'. The series stars award winning actress Sarah Michelle Gellar who shot to instant fame with the television series Buffy the Vampire Slayer. On Ringer, for the first time, Gellar will be playing a double role as she plays twin sisters Bridget Kelly and Siobhan Martin. The show premieres on April 2nd and will air Monday to Friday at 9pm.

The show is a fast paced drama about the two twin sisters. Bridget Kelly (Sarah Michelle Gellar) is a recovering alcoholic and stripper in Wyoming and Siobhan is married into the upper crust of society. Bridget is under the protection of the FBI Agent, having agreed to testify against her employer, the local crime boss, who she witnessed commit murder. Fearing her life, Bridget flees to New York to meet her estranged twin sister Siobhan (also played by Gellar).

With just the right portions of drama, excitement, thrill and more, the show promises to be an instant hit with its audiences. With a multi-media marketing campaign to promote the show - across radio, TV and digitally, it offers an excellent option for advertisers who want to reach out to this plum relevant audience base.

Soon after arriving in New York, Siobhan, who had kept her sister's existence secret from her family, appears to commit suicide by jumping into the ocean. Bridget then assumes Siobhan's identity and tries to fit in among Siobhan's wealthy social circle, including Siobhan's husband Andrew, stepdaughter, best friend Gemma, and Gemma's husband with whom Siobhan had been having an affair. The only one who knows that Bridget is passing as Siobhan is Bridget's Narcotics Anonymous sponsor. Bridget's life becomes more complicated as she discovers that her sister was hiding secrets of her own and that someone is trying to kill Siobhan as well.

So go ahead and make your summers even more exciting with Ringer starting April 2 Monday to Friday at 9 pm only on BIG CBS Love.

About BIG CBS Networks Private Limited:

An equal joint venture between Reliance Broadcast Network Limited and CBS Studios International, BIG CBS Networks has changed the way English language television entertainment is served to Indian audiences. The JV, at start, launched 3 English language Entertainment Channels marking not just RBNL's, but the Reliance Group's entry into the television broadcasting space and CBS Corporation's channel entry into India. The themed channels targeted at India's fast-growing, upwardly mobile population are branded BIG CBS PRIME, a premium general entertainment channel, BIG CBS SPARK, India's first international youth entertainment channel and BIG





CBS LOVE, India's first ever international entertainment channel for the contemporary Indian couple. The channels offer audiences the latest of CBS's world class and globally successful programming and are available across a network of digital and analog distribution platforms. The BIG CBS JV has also forayed into the regional television industry of India with Spark Punjabi - targeted at the markets of Punjab, Haryana, Chandigarh and Himachal Pradesh (PHCHP) region. Spark Punjabi is a category creator and is positioned as the first International Punjabi Channel. With Reliance Broadcast Network Limited's prolific multi-media presence and an integrated sales offering, combined with the content muscle of CBS Corporation, BIG CBS has already made a significant impact on India's burgeoning entertainment industry and stands as the No. 1 English Entertainment Network in the country.

Reliance Broadcast Network Limited has a multi-media play in the spaces of Radio, Television, Intellectual Property, Out of Home and Television Production, and specializes in creating & executing integrated solutions for clients, across the country. CBS Studios International, the leading supplier of programming to the international television marketplace, is a division of CBS Corporation.

