

January 9, 2012

The Secretary
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai- 400 001
FaxNos.
22723121/2037/2039/2041/2061/3719

The Secretary
The 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 Nos. 26598237/38
NSE Scrip id: RBN

BSE Scrip Code: 533143

Dear Sirs,

Sub: Proposed Launch of fourth channel viz. "SPARK Punjabi" by BIG CBS Networks Private Limited (Company's Joint Venture)

We wish to inform you that BIG CBS Networks Private Limited (BIG CBS) – the Joint Venture Company between Reliance Broadcast Network Limited (through its wholly owned subsidiary) and CBS Studios International is proposing to make its television foray in the Indian regional market with the launch of SPARK Punjabi channel, which would be the fourth channel of the Joint Venture Company.

The BIG CBS JV has already launched 3 Channels - BIG CBS PRIME, BIG CBS LOVE and BIG CBS SPARK and stands as the No. 1 English Entertainment Network in the Country. SPARK Punjabi, which is positioned as the first International Punjabi Channel will be launched on January 14, 2012. Targeting the 15+ audience, the said channel will feature the best of CBS content all dubbed in Punjabi, giving local audiences immediate access to world class entertainment. The channel will be available across Punjab, Haryana, Chandigarh and Himachal Pradesh (PHCHP) region.

We request you to inform your members accordingly.

Thanking you,
Yours faithfully,
For **Reliance Broadcast Network Limited**


Gururaja Rao
Company Secretary & Manager



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