

MEDIA RELEASE

**RELIANCE BROADCAST NETWORK RECORDS
TOTAL CONSOLIDATED INCOME OF RS. 76 CRORES**

RADIO OPERATIONS POST STRONG PAT GROWTH

RADIO OPERATIONS RECORD REVENUES OF Rs. 57.1CR

OOH BUSINESS POSTED A GROWTH OF 45% Y/Y

BIG CBS RETAINS ITS POSITION AS NO. 1 ENGLISH GENERAL ENTERTAINMENT NETWORK

BIG MAGIC MAINTAINS POSITION AS NO.1 MEDIA PLATFORM IN THE HINDI HEARTLAND

Mumbai, November 10, 2011... Reliance Broadcast Network Ltd., India's youngest multi-media entertainment conglomerates with play across the businesses of radio, television, out of home, intellectual property and television production closed the quarter ending September 2011. The Radio business delivered PAT positive results on the back of continued strong performance, despite a subdued seasonal quarter.

Consolidated Key Performance - quarter ended Sept 2011 vs. quarter ended Sept 2010:

- Consolidated revenues of Rs. 75.6 Cr up by 30% y/y
- Reported Segmental revenues as follows:
 - Radio broadcasting business Rs. 57.1 Cr growing 48% y/y
 - Television production business Rs. 7.4 Cr
 - OOH business posted a growth of 45% y/y to Rs. 6.5 Cr
 - TV Broadcast business reported revenues of Rs. 3.8 Cr
 - Intellectual property business Rs. 2.2 Cr
- Total Consolidated PAT reported of Rs. (24.5) Cr; RBNL Standalone PAT Rs. (2.9) Cr
- Radio delivered PAT of Rs. 12.0 Cr vs. Rs. (3.2) Cr in Q2FY11
- Losses primarily due to initial expenses related to television channels

92.7 BIG FM:

- Overall 92.7 BIG FM reaches out to **41.6 million listeners** nation-wide up **17%** from last quarter
- 92.7 BIG FM has the **highest reach** among all radio stations in the **Hindi speaking markets**
- 92.7 BIG FM successfully hosted the 4th season of its annual properties in the green space - **The BIG Green Ganesha** across 13 cities and **BIG Green Durga** in Bengal
- 9 leading actresses or Divas of Bollywood - turned Divas this Navratri, as the station upped the Bollywood ante, sharing updates on how these leading ladies celebrated the festival

BIG Live:

- **BIG Television Awards** hosted in association with Star Plus, was a resounding success, garnering highest market share of **25%** and a **2.8 TVR**, making it the highest rated show across Hindi GEC's on that day
- **BIG Regional Rising Star Awards**, conceptualized with the aim of recognizing the emerging talent in the genres of music, movies, television, dance, theatre and sports was very successfully hosted across the regional languages of Bangla, Punjabi, Rajasthan and Kannada

BIG CBS:

- The BIG CBS Channels consolidated their position and stands as the **No.1 English General Entertainment Network**
 - **Striking success of BIG CBS PRIME as it emerges No. 1 Channel, beating AXN:** week 36, CS 25-44 SEC A male, all day relative market share

- **All Women Love BIG CBS Love! The Channel, captures highest market share:** Week 36, CS 15-34 SEC A Females, all day, relative market share
- BIG CBS Prime's home grown property - '**India's Sexiest Bachelor**' received phenomenal response from audiences as it drew the curtains to a successful first season
- Backed by the success of India's Sexiest Bachelor, the network has announced its next home-grown property on BIG CBS Love – **India's Glam Diva's** which will select the most glamorous Indian female
- In keeping with audience taste requirements, BIG CBS Love launched a Bollywood countdown show – **Bollywood Tonight**, giving audiences a sneak peek into the lives of Bollywood biggies

BIG MAGIC:

- **BIG MAGIC**, the variety entertainment channel targeted at the Hindi heartland – UP, MP, Bihar & Jharkhand has grown at a quick pace to move ahead of regional print and TV channels and stands strong as the **No.1 media platform in the region**.
- The Channel has a cumulative reach of **1.4 Cr unique viewers** (5 week avg / TAM wk 34-37) in the heartland
- Pumping up its variety entertainment offerings, the Channel launched a slew of shows ranging - sitcoms - **Phir bhi dil hai Hindustani** and **Naadaniyaan**, two kids shows **Super Sunny and Junior G**, the iconic *saas-bahu* comedy serial **Tu Tu Main Main** and a highly entertaining sports show called **Zabardast Wrestling**. These new additions, promise enhanced appeal for the channel, building on its current leadership position

BIG Productions

- Produced the very successful **Saregama Little Champs** for Zee TV. BIG Productions also received the **ITA Award** for the best music based TV Show – 2011 for the show
- Launched home grown format show for kids called **Badmaash Company** for Colors
- BIG Productions created history with their show - **Motibaa on ETV**, becoming the longest running successful Gujarati daily soap with the completion of **500 episodes**. It is the only daily soap in Gujarat to touch **1+ TVR consistently in the 8pm slot for the last 5 years**
- Launched marquee shows like **BIG Memsaab** and **BIG Baal Kalakaar** for the Hindi heartland
- BIG Production marked its entry into the **Southern market** with a game show called **Money Money on MAA Maa TV Telugu**. The program rated **3.75** in the opening week with excellent local response

Commenting on the performance, **Mr. Tarun Katial, Chief Executive Officer, Reliance Broadcast Network Limited** said, "We are happy to report another quarter of robust PAT performance in our radio business despite seasonal challenges. The radio business continued its strong growth trajectory and we look forward to the opportunities from Phase III. Our television channels continue to remain leaders in their respective genres and will be key beneficiaries post digitization, given the sharp uptake potential in subscription revenues and significant reduction in carriage costs. All our businesses are at an inflection point and poised for incremental growth. We expect this momentum to continue on the back of the buoyant festive season as we continue to deliver value to our stakeholders."

About 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. 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 3 Channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark. BIG MAGIC – marked the Company's entry into the regional entertainment space, positioned as India's only Channel exclusively for the Hindi Heartland. BIG LIVE – This division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms. BIG STREET – In the business of acquiring and marketing of long term premium out of home inventory. BIG PRODUCTIONS - This division 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

For further information:

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