



MEDIA RELEASE

92.7 BIG FM EMERGES NO. 1 STATION IN HSM'S FOR SECOND CONSECUTIVE QUARTER: IRS Q3

CONTINUES DOMINANCE IN HSM'S; REACHES OUT TO OVER 43 MILLION LISTENERS

Mumbai, February 6, 2013: Reliance Broadcast Network's - 92.7 BIG FM - India's No. 1 FM Network and winner of the Radio Broadcaster of the year award at the Golden Mikes, continues to lead the marketplace, emerging the No.1 Station across HSM's for the second consecutive quarter as per IRS Q3 2012. 92.7 BIG FM maintained a lead over its nearest rival in all the quarters under the survey. This reconfirms 92.7 BIG FM as India's most listened to FM radio station. With 45 stations covering 1200+ towns and 50,000+ villages, 92.7 BIG FM currently caters to almost 43 million Indian listeners.

Source: IRS 2012	Q3	Q2
BIG FM (92.7)	13472	13531
Radio Mirchi (98.3)	12109	12188
Red FM (93.5)	9843	9943
Radio City (91.1)	6453	6552
Radio Mantra (91.9)	3829	3998

(Markets: UP, MP, Rajasthan, Jharkhand, Haryana, Himachal Pradesh, Punjab, Delhi, Chandigarh, Jammu & Kashmir, Assam, Orissa, Goa.)

The emerging markets story indicates tremendous growth: Over 50% of India's population lives in the greater Hindi belt comprising of Uttar Pradesh, Madhya Pradesh, Jharkhand, Rajasthan, Haryana, Punjab, Delhi etc. The population in this region has seen double digit growth in per capita income over last year and the expected to progress on similar lines for the region in the near future. With such a burgeoning economy, it is time for the advertising push for brands as 92.7 BIG FM's reach into the deepest areas makes it an outstanding vehicle to reach consumers even in the remotest pockets of these markets.

92.7 BIG FM owes its success its distinctive content, innovative promotions and inventive programming, keeping its audience glued to the radio. The key to success in Radio lies in the locally relevant content – the mantra which 92.7 BIG FM has followed since launch and which has resulted in growth for the radio station.

While audience ownership is its biggest reward, 92.7 BIG FM has also been honoured with both national and international recognitions by the radio fraternity viz., Maximum Awards at the prestigious New York Festival, two years in a row; awarded the Radio Broadcaster of the Year at the Golden Mikes Award 2011 and 2012 and eight awards at the Indian Radio Forum 2012, amongst others.

Commenting on the IRS study, **Mr. Ashwin Padmanabhan, Business Head – 92.7 BIG FM** said, "At 92.7 BIG FM when we say the 'customer is king' we mean it. Our programming is geared towards keeping our audience intrigued, interested and inspired. Being at the top for the second consecutive quarter means a lot to us and we thank our audiences for coming back to us for their daily dose of interactions. We have built a robust platform that not only entertains audiences, but also provides advertisers the best possible option to reach out to their relevant target audiences."



About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a media entertainment conglomerate with play across radio, television, intellectual properties and television production. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. The company 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 Networks – A joint venture with CBS Studios International, offering 3 English Entertainment Channels - Prime, Love, Spark, as well as a regional General Entertainment Channel for the PCHP region called Spark Punjabi; BIG RTL THRILL – the first channel from the Company's joint venture with Europe's RTL Group, targeted at male audiences and is positioned as the ultimate action destination; BIG MAGIC – a regional General Entertainment Channel for the Hindi heartland, which has also expanded into the US, Canada and Australia under the brand name BIG MAGIC INTERNATIONAL; BIG PRODUCTIONS – the television content production division that caters to the creative needs of the diverse Indian television landscape. Reliance Broadcast Network also distributes Bloomberg TV India, the country's premier business news channel as part of its television bouquet. For more information log on to www.reliancebroadcast.com

For more information, please contact:

Cheryl D'souza Waldiya | AVP-Corporate Communications | Reliance Broadcast Network Limited
09322198940 | cheryl.waldiya@reliancebroadcast.com