

Asheesh Chatterjee appointed as Chief Financial Officer for Reliance Broadcast Network Ltd.

Mumbai, April 26, 2011...In a latest development, Reliance Broadcast Network Ltd., the multi-media entity from Reliance Group, announced the appointment of Asheesh Chatterjee as its Chief Financial Officer. Asheesh Chatterjee will lead the Finance and Legal side of the business and will also spearhead key initiatives like fund raising, M&A and JVs whilst strengthening credibility and reputation of the Company within the investor community.

A Chartered Accountant and Cost Accountant by qualification, Asheesh brings with him over 15 years of post qualification experience across varied sectors viz. Assurance and Consulting, Financial services, Manufacturing and Media and Entertainment. Having held senior finance positions with leading companies like Moser Baer, Sony Entertainment Television (Multi Screen Media), ICICI Prudential Asset Management and Ernst & Young, he has worked on a diverse portfolio covering strategic finance, corporate structuring, operational finance, tax planning, audit, treasury, and investor/analyst relations.

Asheesh's post qualification career started with Ernst & Young, as part of their Assurance & Consulting practice and was largely involved in audit and due diligences in the BFSI space. Thereafter, he joined ICICI Prudential AMC as part of the start-up team and rose through the ranks, to become the youngest AVP and was responsible for setting up the finance & compliance functions of one of India's largest fund houses.

Asheesh was also part of the leadership team at Sony Entertainment Television (Multi Screen Media) where, in addition to his finance role, he was involved in execution of the strategic diversification of Sony Entertainment from a single channel operation to a bouquet of channels (MAX, AXN, Animax, PIX, etc). He also played a key role in the company's successful multi-million-dollar bids for telecast rights of some of the biggest cricket properties, in the valuation and acquisition of SAB TV and in setting up the Distribution JV with Discovery Networks.

In his last assignment, as the CFO of the Entertainment Business with Moser Baer, Asheesh was involved in setting up of the Home Entertainment & Film Divisions and leading the company to become the largest home video company in the country within a year from launch. He was also spearheading the strategic process at the Company to formulate its entry into newer verticals in the M&E space and also manage key strategic initiatives at the group level.

Speaking on Asheesh's appointment, Tarun Katial, CEO, Reliance Broadcast Network Ltd. said, "Asheesh's varied finance background across critical financial and legal portfolios, will add



tremendous value to Reliance Broadcast Network Ltd., which is a young company at a critical growth juncture. We welcome Asheesh on board and look forward to his expertise in taking this Company through its next growth leap.”

Speaking on his appointment, Asheesh Chatterjee said, “The brand BIG has successfully created a robust and diversified business model ranging from radio broadcast, television, out of home and live events. I am excited to join the Company and work with a young and dynamic team, to achieve the full potential of Reliance Broadcast Network’s growth strategy.”

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a multi-media conglomerate with play across radio, television, out of home and live entertainment. 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 3.57 crore Indians each week.

BIG CBS – A joint venture with CBS Studios International, USA’s No. 1 TV broadcaster which is launching 3 Channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark.

BIG MAGIC – marks the Company’s entry into the regional entertainment space. The Channel is positioned as India’s only Channel exclusively for the Hindi Heartland, featuring locally relevant entertainment around humor, music and Bollywood

BIG STREET – In the business of acquiring marketing rights for premium inventory and also acquiring long term premium inventory, across India.

BIG LIVE – In the live entertainment business, the division develops, executes and markets Intellectual Properties, integrated across RBNL’s media platforms.

All these business verticals come together to offer a truly integrated solution to clients having built significant multi-media capabilities.

For more information, log on to: www.reliancebroadcast.com

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