

## 92.7 BIG FM INCREASES ADVERTISING RATES BY 20-30% PER CENT

**Mumbai, May 27, 2013:** Reliance Broadcast Network Limited today announced a 20-30% per cent increase in the advertising rates on its FM network 92.7 BIG FM. The rates will apply across its stations in metropolitan areas and tier II markets across the country.

92.7 BIG FM's decision to increase rates comes on the back of enhanced network performance and delivery, leading to higher market demand from advertisers – both retail and national.

Speaking on the development, **Mr. Ashwin Padmanabhan, Business Head, 92.7 BIG FM** said, "92.7 BIG FM stands amongst the leading radio networks of the country. Our product mix, ability to innovate, solutions approach and unparalleled reach, sees us catering to almost 1800 clients on a monthly basis. It is now time to consolidate, while ensuring the aural experience is of best quality. This price correction will ensure that the core product and promise remain relevant to the audiences while delivering optimum value to the advertisers.

92.7 BIG FM has always offered cutting-edge content, some of which include *Yaadon Ka Idiot Box* with Neelesh Misra, *BIG Memsaab* featuring RJ Karisma Kapoor and Chef Rakesh Sethi, the *BIG Cricket Samrat* with Harsha Bhogle, interstitial *Aktor calling Aktor* and more...each coming together to offer listeners a unique and extremely enriched entertainment package. With this move we maintain the right balance between content and advertising and we want to maintain a threshold ER, while ensuring inventory is maintained at a healthy level and revenues see adequate growth.

### **Reliance Broadcast Network**

*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 four crore Indians each week; BIG CBS Networks - a joint venture with CBS Studios International offering English Entertainment Channels - Love, Spark and Prime (which is available in dual feeds of English and Hindi), as well as a regional General Entertainment Channel for the Punjab, Chandigarh, Himachal Pradesh (PCHP) region called Spark Punjabi; BIG RTL THRILL – a channel from the Company's joint venture with Europe's RTL Group, targeted at male audiences and positioned as the ultimate action destination; and BIG MAGIC – a regional General Entertainment Channel for the Hindi heartland featuring regional family dramas, crime shows, sitcoms, reality shows and weekend blockbuster movies. The Company has also launched BIG MAGIC Bihar and Jharkhand, with specially created programming for the market. BIG MAGIC has also expanded into the United States, 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 [www.reliancebroadcast.com](http://www.reliancebroadcast.com)*