

Reliance Broadcast Network's BIG DIGITAL Launches India's first ever talk internet radio 'BIG NET Radio'

November 10, 2010: Reliance Broadcast Network Limited's initiative in the digital space, offering mobile and online solutions – **BIG Digital**, announces the launch of India's first ever **talk internet radio** christened **BIG Net Radio**. Through this pioneering initiative, BIG Digital is looking at capitalizing on the growing internet user base, both in India as well as the global Indian diaspora, seeking this entertainment. This specialized talk internet radio channel will offer entertainment across the pegs that most appeal to Indians, ranging Bollywood, spiritual and humor.

The content available on BIG Net Radio is designed to appeal to audiences who seek quick and brief entertainment capsules which help them de-stress. Designed as a snack in – snack out entertainment option, fresh content will be uploaded each day to ensure entertainment is latest and current. Launching as a free of charge service to users, the content of BIG Net Radio has been specifically crafted to offer complete entertainment, as well as to put forth unique opportunities for advertisers to reach out to a rich specific audience base of over a million entertainment seekers on the internet.

With an excellent opportunity to monetize through page branding and banners and the 3G revolution knocking at the doors, the opportunity for BIG Digital's BIG Net Radio is tremendous. Marking the beginning of its ambitious plans, this business division will take BIG Net Radio beyond talk, penetrating various facets of people's lives via local & regional music playouts, thereby encouraging local talent and serving hyper-local tastes. Ensuring promotion of this latest offering, the product will be promoted across the media vehicles of the multi-media entity of Reliance Broadcast Network Ltd., ranging radio, outdoor, below the line and more

Speaking on the launch **Mr. Soumen G. Choudhury, Head of Radio and Digital Business, Reliance Broadcast Network Ltd.** said, "This pioneering initiative from Reliance Broadcast Network, re-affirms our endeavor to provide India with the entertainment of their choice, which is latest and in keeping with the times. India has over 50 million internet users, out of which consumers in the age group between 18-30 years are increasingly using internet as a medium to stay connected as well as use it to attain greater source of entertainment, posing an excellent audience base, which advertisers seek. Online advertising in India is expected to grow at the rate of 32 percent between 2010 and 2013 to touch Rs. 20 billion in 2013, only highlighting the humongous potential that lies before us."

Users can log on to <http://radio.big927fm.com> to access the online radio content and participate in special promotions.

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited ("RBNL") is part of the Reliance ADA Group. One of India's youngest media houses, it has grown at a steady pace and is reckoned today amongst India's leading media businesses. RBNL currently has play in the spaces of Radio, Experiential Marketing, Out of Home and Digital and specializes in creating & executing integrated solutions for

clients, across the country. Its latest business venture marks the Reliance ADA Groups entry into television, through its 50:50 JV with America's leading media house, CBS Corporation.

92.7 BIG FM - the radio brand pioneered the spread of FM entertainment with the launch of its 45 station network, reaching out to over 200 million Indians; BIG Live – the experiential marketing wing of the Company covers activations, events, intellectual properties and rural marketing; BIG Street – in the business of out of home media; and BIG Digital – an initiative in the digital space offering mobile and online solutions. BIG CBS – the television foray of the Group, will see the launch of 3 English entertainment channels in India. With Reliance Broadcast Network Limited's multi-media presence and an integrated sales offering, combined with the content muscle of CBS Corporation, BIG CBS stands make a significant impact in India's burgeoning television industry. 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