

92.7 BIG FM goes Mobile, targets global markets

Gets into strategic alliance with M-VAS provider OnMobile

Mumbai, March 2, 2010: In yet another industry-first initiative, Reliance Media World Ltd.'s radio division 92.7 BIG FM has entered into a partnership with India's largest telecom VAS provider, OnMobile Global Ltd., to launch the radio experience on the mobile platform. For the first time in India, BIG Mobile Radio (an initiative of Reliance Media World Ltd.) will give mobile users the option to listen to 17 multi-lingual specially programmed channels anywhere in India. This service will also be available in select global markets including Malaysia, Singapore, UAE, Bangladesh, Sri Lanka and Indonesia which have large Indian communities.

This service will enable the BIG Mobile Radio experience to go from 45 cities to over 4500 cities and towns including rural areas in an ad-free format. Apart from reaching a new audience, this service will allow users to listen to their favourite programmed channels regardless of their location. For example, even a Tamil listener in Mumbai will be able to listen to native-language programming on Big Mobile Radio.

Leveraging the radio station's programming expertise, BIG Mobile Radio will create special feeds for mobile listeners which include an assortment of entertainment options to select from and allows consumers to enjoy songs, Bollywood entertainment, jock talk, humor, health tips and more.

Speaking on the occasion, Mr. Rabe. T. Iyer, Business Head, Allied Businesses, Reliance Media World Ltd. said, "We are extremely excited to join hands with the leaders in M-Vas, OnMobile. This partnership only strengthens 92.7 BIG FM's endeavor to grow radio audiences both within India and the world over. Our effort is to reach radio to the deepest pockets of India, while growing the Indian diaspora overseas, giving them the flavor of radio from back home."

Mr. Sanjay Uppal, President and COO, OnMobile, said, Using our innovations in technology we are happy to re-shape the radio medium from being a city-centered service to a global service accessible on any mobile. OnMobile is ushering in a new experience by removing the geographic barriers to accessing content. "

The operators who will offer the BIG Mobile Radio experience will be announced shortly.

About Reliance Media World Ltd.

Reliance Media World Limited is part of the Reliance ADA Group. One of India's youngest media houses, it has grown at sturdy speed and is reckoned today among leading media businesses. Pioneering the spread of FM entertainment to deeper pockets of India, with its radio business - BIG 92.7 FM, the Company reaches out to over 200 million Indians across the length and breadth of the country. In addition to the radio business, the Company also has an impressive list of allied businesses, which promises to offer clients holistic solutions to their marketing requirements. The allied businesses include, BIG Street – the business of out of home media, BIG Reach – the activation division, providing brand solutions basis client briefs, BIG Events – organizing B2B events for corporates, BIG Live – in the business of audience aggregation through organizing live entertainment events, BIG Rural – offering holistic solutions for clients' rural marketing requirements and BIG Digital – an initiative in the digital space.

About OnMobile Global Limited

OnMobile [NSE:ONMOBILE] , headquartered in Bangalore, India, with services in 22 countries, is the leading Value Added Services [VAS] company for Mobile, Landline and Media Service Providers. OnMobile offers an innovative array of products in Mobile Music, Search and Discovery and Social Networking.. The products span a range of channels including SMS, Voice, WAP, Web, USSD and On-

Device Portals, enabling end-to-end solutions serving 92 telecom and media customers in 25 countries generating top line revenue of 700 million USD to our customers annually.

www.onmobile.com