



BIG MAGIC CONSISTENT AS No. 1 CHANNEL IN THE HEARTLAND OF HINDUSTAN

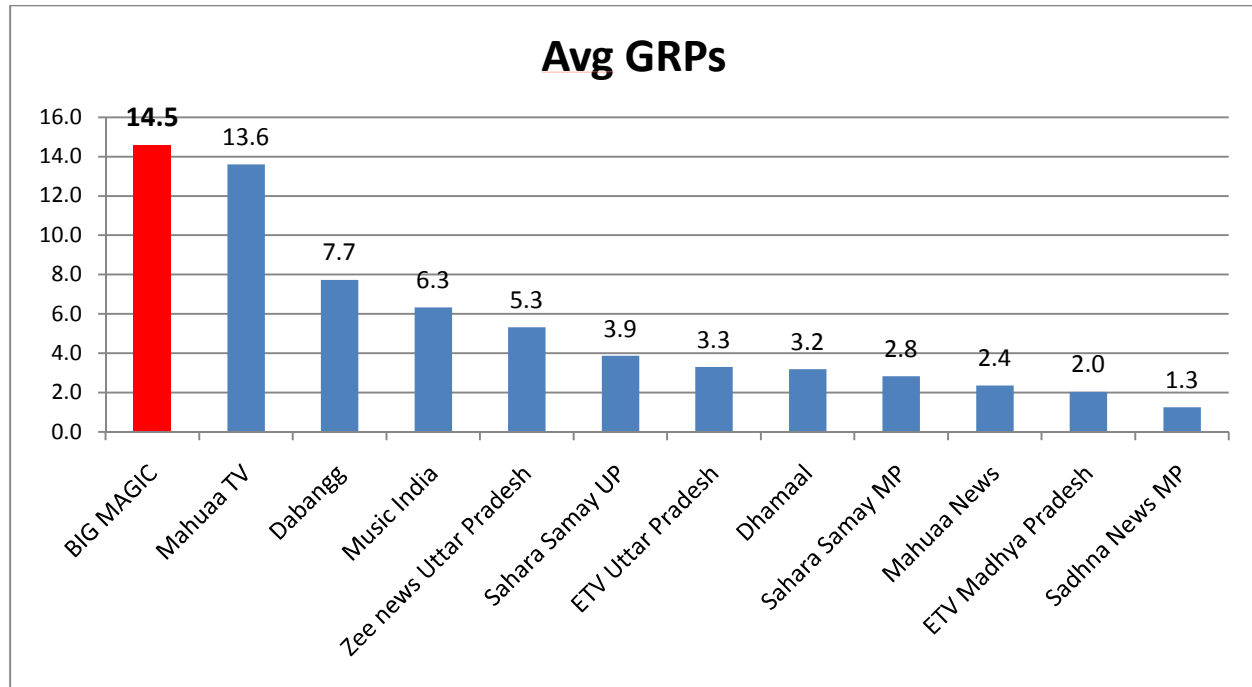
May 19th, 2011 - **BIG MAGIC** India's first exclusive channel for the core Hindi heartland from the Reliance Broadcast Network stable, featuring locally relevant entertainment around Humor, Music & Bollywood has emerged as the undisputed No. 1 in the heartland of Hindustan in the regions of UP, MP, and Bihar. The channel clocks the highest GRP's this week overtaking long established channels like *Mahuaa TV, Dabaang, Sahara Samay UP, Dhamaal Zee News UP*, and a host of others. (Source TAM-Week 19-20'11-May 1st to May 14th-CS 4+, UP+MP+BIHAR)

BIG MAGIC today can boast of being the only channel that makes programmes with local flavour for the region. The Channel derives huge synergies with RBNL's already well established radio brand – 92.7 BIG FM, the leading radio network in this region, operating **11 Stations** in the heartland. The Channel with its endearing characters and programs is a kaleidoscope of the different facets of the region and its people.

With a refreshing programming lineup of *Music, Movies, Bollywood* and *Humour*, backed by strong distribution and innovative marketing initiatives, the channel has fared exceedingly well vis a vis competition, garnering excellent market share. Shows like 'Darz Kiya Hain' and 'Lot Pot' have already been lapped up by the audiences for their regional flavor beyond the popular and retro music bands. With the new shows in the offing BIG MAGIC is sure to take its leadership to different level.

Sunil Kumaran, Business Head, BIG MAGIC, said, "We are very happy with the numbers. We have risen to this position in a short span of time, on the back of our clutter-breaking and carefully tailored content. The excellent programming backed with an extensive marketing plan has made it a favorite and an instant hit in the heartland. It is our endeavor to continue serving our listeners with the best local entertainment and advertisers with an excellent platform for their brands."

Below is the graphical representation of the average GRP's



Source: TAM India: Avg last 2 weeks: Wk 19'11-20'11, CS 4+, Market: UP+MP+Bihar

BIG MAGIC is being distributed across all cable operators across the states of UP, MP and Bihar and spread across the likes of DEN, Digicable, WWIL, Hathway, Darsh and Maurya amongst others, reaching approximately 10 mn households in the heartland. The Channel will be placed on S-band, ensuring the channel is among the first 50 channels on the television sets, placed among the top Hindi GEC's, ensuring excellent opportunity to see. BIG MAGIC is also being supported with a high decibel integration plan on 92.7 BIG FM, Outdoor, Mall Activation, play-out seeding in malls, print and local cable.

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