



MEDIA RELEASE

BIG MAGIC STRENGTHENS DISTRIBUTION NETWORK, HOPS ON BOARD VIDEOCON d2h

CHANNEL INCREASES REACH TO AN ADDITIONAL 8 MN SUBSCRIBER BASE

BIG MAGIC INTENSIFIES REACH ACROSS THE HSM'S; VIDEOCON D2H OFFERS AN ECLECTIC PROGRAMMING MIX TO SUBSCRIBERS

August 27, 2013...**BIG MAGIC**, the flagship general entertainment channel from the Reliance Broadcast Network stable fortifies reach with the announcement of its distribution deal with Videocon d2h, the fastest growing DTH service provider in India. After meeting with phenomenal success in the heartland of India, it is BIG MAGIC's endeavor to extend its assorted entertainment offering across the Hindi Speaking markets and this alliance takes it to an additional 8mn subscriber base.

The alliance allows Videocon d2h to offer its viewers an excellent television viewing experience, while BIG MAGIC reaches its content to a relevant audience base across relevant markets. BIG MAGIC's programming mix which ranges family dramas, crime shows, reality shows, cookery shows, game shows and weekend movies promise to offer a stimulating and refreshing entertainment experience. The Channel, which launched in April 2011 and beaten long standing players, is in the process of strengthening its reach, offering audiences a programming offering that is backed by their very own predilections.

Speaking on the occasion, **Mr. Sunil Kumaran, Business Head, BIG MAGIC** said, "We are happy to announce our alliance with Videocon d2h, which allows BIG MAGIC to immediately grow reach by an additional 8mn subscriber base. We are confident of our product, which has been designed as per audience penchants and want to strengthen our reach. We look forward to reaching a matchless entertainment offering to maximum audiences of India"

Mr. Saurabh Dhoot - Director, Videocon Group, on this channel addition said, "It is our endeavor to provide more and more variety on our platform to meet the preferences of all our consumers. Big Magic adds to our bludgeoning bouquet of GEC channels and serves the need of the Hindi speaking audiences further deepening our reach in the Hindi heartland. With regional channels being the flavor of the season, we are strengthening our network and working towards being the preferred DTH choice."

Mr. Anil Khera – CEO, Videocon d2h, added: "Big Magic has performed well since its launch. We are extremely happy to provide this channel on our platform as it promises content across various genres. We are certain that our audience will enjoy and appreciate the addition of this channel on our platform."

BIG MAGIC is already available across key DTH players ranging Airtel, DD Direct, Dish TV, Reliance Digital TV along with Hathway, Incable, Digicable, DEN, 7 Star, ABS, Siticable, Star Broadband and GTPL amongst others.

About Reliance Broadcast Network

Reliance Broadcast Network Limited is a media entertainment conglomerate with play across radio, television and television production. The company houses the following verticals: 92.7 BIG FM - India's largest FM Network with 45 stations, reaching over 4 crore Indians each week; BIG CBS Networks - a joint venture with CBS Studios International offering English Entertainment Channels – Love 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 dual feed channel from the Company's joint venture with Europe's RTL Group, targeted at male audiences and positioned as the ultimate action destination; BIG MAGIC – a General Entertainment Channel featuring family dramas, crime shows, sitcoms, reality shows and weekend blockbuster movies. The Channel has expanded further and 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 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

About Videocon d2h

Videocon d2h is India's fastest growing DTH service provider which offers 444 channels & services. Videocon d2h also has 22 Asli "HD" channels and range of regional & leading general entertainment channels on its platform. Powered by the MPEG-4 and DVB-S2 technology, Videocon d2h offers unmatched services like 12 PIP Mosaic, d2h Cinema, weather updates and multiple tickers to transform your TV into a hub of entertainment and knowledge. It offers High Definition channels in 1080p, HDD Sound and 16: 9 aspect ratio. Apart from these, it has Active Music which includes 41 Audio / Video active music channels, 24 hrs a day. In addition, Videocon d2h provides round-the-clock prompt and efficient customer support in eight languages from the dedicated customer care team present in 6 locations.