

Press Release

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# **BIG Street bags tender for Chandigarh Transport Undertaking**

## **~Delivers reach and impact in the OOH dark city of Chandigarh ~**

**Mumbai, June 24, 2010: BIG Street**, the Out of Home arm of **Reliance Broadcast Network Limited** (earlier Reliance Media World Limited) announced its latest win - the **483** strong bus network of the **Chandigarh Transport Undertaking**, including 60 low floor intra-city JNNURM (Jawaharlal Nehru National Urban Renewal Mission) buses and 40 AC buses. After its successful 2 year stint (2008-10), BIG Street has re-won the tender for a period of 2 years, until May 2012. Given the inadequate intra-city bus services in the region this far, the additional buses will come as a respite to travelers. The buses will take BIG Street's reach not just within Chandigarh but across Delhi, Jammu & Kashmir, Rajasthan, Himachal Pradesh, Punjab, Uttaranchal and Uttar Pradesh (West), touching over 2 million people each day, posing as an excellent advertising tool, given its reach and impact within the cities. With the OOH market growing at 12.5% aggregate, it only projects the excellent potential that this business division offers.

The new fleet of buses will cover 116 CTU Intra-city Low Floor, 60 CTU JNNURM intra-city low floor, 40 CTU JNNURM Air conditioned low floor, 67 CTU High Floor Intra-city, 200 CTU Interstate Buses. Having built expertise in managing the inventory, over the last 2 years, and with an in-depth understanding of the requirements of the local populace, BIG Street is all set to use its expertise in optimizing delivery from this medium. The modernization of the bus fleet by CTU includes a revamp of the existing buses, low floor FNNRUM buses and the introduction of AC buses in tier II cities.

Speaking about the win, **Mr. Rabe Iyer, Business Head, BIG Street, BIG Live and BIG Digital** said, "Bagging of CTU tender reiterates our endeavour of delivering reach and impact in out of home dark markets like Chandigarh. Moreover, with HRTC and CTU, we will be able to deliver significant reach in North India. These are exciting times for the OOH industry which is getting highly organised with the entry of large corporates as well as availability of media advertising space. This contract will ensure we are one of the leaders in the outdoor advertising space creating futuristic avenues for both current and prospective advertisers."

The Company has in place a team of engagement planners who are working on offering innovative and pioneering engagement through these buses. This advertising bid is in sync with BIG Street's growth strategy, exploring key cities, tapping the unexplored, high potential markets. Reliance Broadcast Network Ltd. has the ability to get a far more than fair share of the advertising pie, with its radio wing 92.7 BIG FM and its impact medium - BIG Street coming into play.

### **About Reliance Broadcast Network Ltd.**

*Reliance Broadcast Network Limited ("RBN") (formerly known as Reliance Media World Limited) is part of the Reliance ADA Group. One of India's youngest media houses, it has grown at a steady pace and reckoned today amongst India's leading media businesses. The name of the company was changed from Reliance Media World Limited to Reliance Broadcast Network Limited w.e.f. June 17, 2010. 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. 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. The company offers a truly integrated solution to clients having build significant multi media capabilities through its business verticals BIG Street – in the business of out of home media, BIG Live – the experiential marketing wing of the Company covering activations, events, intellectual properties and rural marketing and BIG Digital – an initiative in the digital space offering mobile and online solutions.*