

Press Note

BIG Street accelerates Expansion

Wins prestigious DMRC Line II & strategically located Gantries and Cantilevers in Hyderabad

Mumbai, January 19, 2010... **BIG Street**, a division of Reliance Media World Ltd., operating in the media aggregation space and having established a dominant position in the Indian OOH industry is strengthening its hold by adding meticulously evaluated media assets, which offer advertisers an exceptional assortment of outdoor inventory.

With already owned rights for Line II of DMRC, the Company has strengthened its offerings to advertisers with additional inventory on the very prominent and premium **Delhi Metro Rail Corporation** (“DMRC”). The latest acquisition allows for advertising rights on the entire DMRC civil structures outside 8 stations on line II. This acquisition puts the Company in a superior position as it can now bundle properties to brands who wish to effectively use the DMRC properties. In addition, the Company has also sought advertising rights for **Gantries and Cantilevers in Hyderabad** at key city junctions designing, constructing and conducting the gantries and cantilevers.

With these acquisitions, BIG Street only re-affirms its commitment and vision of “*enriching lives of people Out of Home*” and is in line with the Company’s strategy of focusing on low risk - high tenure assets which help create value, while offering high impact inventory to advertisers.

A successful tender participation won BIG Street rights to the high-impact advertising zone for Line II of DMRC civil structures, which extends from Central Secretariat till the Delhi University. The license has been awarded for 5 years, further extendable by another 3, and with a total area of 6000 sq feet / 550 sq meters. With excellent potential and innovative media formats, the Company is eyeing and evaluating strategic properties in the capital, to be able to offer advertisers a lethal mix for their OOH requirements.

BIG Street has also bagged exclusive rights for strategically located Gantries and Cantilevers in Hyderabad, the 3rd largest OOH market after Mumbai and Delhi.

Traffic signal, surveillance cameras, traffic violation cameras and infra red security cameras make **BIG Street’s Gantries** the first of its kind in the country with security levels. Designed by professionally trained street furniture designers, BIG Street’s Gantries will boast of a novel design which promises to transform the look of the format and give the city of Hyderabad its best and sleekest looking OOH inventory, this far. It is the only galvanized structure in the country, weaving itself with the rich architectural identity of the city. Situated in high profile VIP movement arterial stretches of Hyderabad, the properties ensure high footfall coverage. With an 8 year contract, the Company has a detailed and well planned business strategy to ensure this asset delivers to its optimal.

BIG Street’s Cantilevers are state of the art and equipped with traffic signals and surveillance cameras. Designed once again by proficient street furniture designers, it boasts of one of the best OOH inventory formats of Hyderabad as it weaves into the city’s rich culture, with a blend of traditional and modernisation in its design concept. With 7 cantilevers in key locations of the City, the Company has the rights for a period of 9 years and 9 months and here too has a long-term business optimization plan.

(Annexure A: location orientations)

In addition to gantries and cantilevers, BIG Street also has mobile vans in Hyderabad which are placed at high footfall areas and used effectively by brands. Poised for growth, BIG Street is evaluating various

potential business opportunities in this City which boasts of media savvy brands in the retail, telecom and BFSI category. (**Annexure A:** location orientations)

Speaking on the new inventory, **Rabe .T. Iyer, Business Head – Allied Businesses** said “In keeping with our vision, we are acquiring properties that are low risk, high tenure and with shorter payback time. Today, higher awareness exists among the municipality, to regulate and beautify wards, which poses an excellent opportunity to work with the local authorities and participate in tenders, which are in line with our vision. With our new offerings, we are delighted to offer inventory never experienced before, like 3 sided Cantilevers and other street smart furniture. We are confident that these media assets will run a high occupancy, given the relevance of the formats and its strategic locations, which will find a fit across brands’ campaigns. The low cost acquisitions allow us to divert investments behind modernising inventory and delivering higher occupancy.”

Annexure A

Delhi Metro

- Properties are situated in premium locations, adjoining key metro stations in the DMRC Line 2 network. Be it the Rajeev Chowk Station which falls in Connaught Place or the Vishwavidyalaya – the hub for Delhi University students; each advertising spot is premium in its own way. Other key high-footfall metros stations which have the advertising space are Ajmeri Gate, Kashmere Gate, Central Secretariat, Patel Chowk, Civil Lines, Vidhan Sabha, Khyber Pass and Shastri Nagar.

Hyderabad Gantries

- [Begumpet](#) – On of the most arterial and important commercial stretches of Hyderabad
- CM camp office ([Grand Kakatiya](#)) — Has CMs office and residence on this road
- [Somajiguda](#) – Jewellery and shopping hub, Hyderabad Central and other lifestyle brands have retail establishments here
- Banjara Hills ([VBR junction](#)) – In the vicinity of Jubilee hills, the most upmarket residential + commercial area of Hyderabad
- Banjara Hills ([TV9 junction](#))
- [NTR Bhavan](#) – Hospitals, Multiplexes, TDP Office
- [KBR park](#) – Car market – with most manufacturers having showrooms
- [Jubilee check post](#) – 4 road junction – Film industry residential and IT HUB, True CBD and residential location

Hyderabad Cantilevers

- Begumpet (old airport) - near Shoppers stop, Airtel office, one of the prime areas of Hyderabad
- CTO Flyover- near the famous Hyderabad Paradise Hotel
- YMCA (SBH junction)
- YMCA- near jubilee bus station
- ECIL- upcoming market, all the leading apparel stores, college zone
- Fatehnagar (Balanagar)- industrial area, automobile spare parts market

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