

Press Note
For Immediate Publication

Reliance Broadcast Network Ltd.

prepares Delhi for the CWG

Wins DTTDC Street furniture makeover for 22 years on BOT basis, Digital Pods at DMRC's underground stations for 8 years

Mumbai, June 30, 2010...**BIG Street**, the OOH arm of **Reliance Broadcast Network Limited** (earlier known as Reliance Media World Ltd.), announces two top acquisitions, which promise to strengthen its play in the capital. The first is the high potential **Delhi Tourism and Transportation Development Corporation's** (DTTDC) **Street Furniture Makeover** project for a period of **22 years**. Basis the BOT (build, operate and transfer) model, these inventories will cover over **19 kms** of high advertising demand locations covering the ITO Bridge, Nizamuddin Bridge, road from Akshar Dham to ITO Chungi and the inner roads of Yamuna Sports Complex. With a clear intention of completing the execution well in time for the Commonwealth Games, BIG Street is ensuring delivery of international standards through its tie up with Honkong based street furniture specialist, **Qumbet**. This strategically situated inventory, around the Commonwealth venues, promises to give the city an aesthetic and infrastructural face-lift.

Along with the above, BIG Street also announces the win of high end **Digital PODs** spread across **25** of **Delhi Metro Rail Corporation's** premium underground stations including Delhi University, Rajiv Chowk, Barakhamba, Khan Market, JLN Stadium, Udyog Bhawan, Race Course, Jor Bagh, AllMS, Green Park, Hauz Khas, Malviya Nagar, Saket, GTB Nagar, Vidhan Sabha, Civil Lines, Kashmere Gate, Chandini Chowk, Chawri Bazaar, New Delhi, Patel Chowk, Central Sec, Model Town and Jang Pura, for a period of **8 years**. Footfalls across these high traffic lines are estimated to be upwards of **1 million** each day. This innovation is an industry first, which will be executed along with **VMG Global**, a UK based global expert in digital media solutions.

The **DTTDC project**, promises to change the streets of Delhi and offer superior facilities on its boulevards, building robust and durable infrastructure, through investment in quality street furniture. These units will be placed strategically, to ensure high eyeballs for the communication being built on it. BIG Street along with partners **Qumbet**, known for the state of the art delivery across the countries of Turkey, China, Romania and Korea, will design and customize unique street furniture backed with strong understanding of the local populace as well as the in-bound traveler for the CWG. As part of the project, BIG Street will be responsible for creating structures ranging from public toilets, vending kiosks, police booths, information panels, benches, dustbins, auto prepaid booth and free standing panels.

Ensuring execution is in sync with the Commonwealth Games' initiative in the **green** space, BIG Street is using advance lighting system on display panels, ensuring energy consumption lower by 40-45% and use of VE coating on steel to enhance the life of street furniture.

The **Digital Pods** across **DMRC's** premium underground stations will offer commuter's key information ranging DMRC's services, ticket rates, station facility information, updates on the CWG and more. Backed by **VMG Global's** well earned reputation of setting up state of the art technology across UK, China and India, this new age digital technology product, promises to be the game-changer for indoor advertising in India, ranging malls, multiplexes, airports, metro stations and other key locations as it offers innovative advertising opportunities on its LCD panels.

The digital pods will consist of vertical self supporting LCD panel of 62" and 22" touch screen facility acting as information booths. A critical innovation is that the screens across stations will be **networked** using a wireless or wire-line connectivity and will be remote managed for content updates, becoming a boon not just for commuters but also an excellent advertising option for marketers who wish to use the networked option to communicate through videos, animation or still images.

Both these victories strengthen BIG Street's inventory hold in the capital, where it already has the prestigious Delhi Metro Line 2, Civil Structures and 50 LED screens, projecting an excellent prospect for this new age media company.

Speaking on this prestigious win, **Mr. Rabe .T. Iyer, Business Head, BIG Street (OOH arm of Reliance Broadcast Network Ltd.)** said "These wins are part of BIG Streets business plans to acquire long term, low risk and quick payback inventory. With Delhi being a key focus market, both these prestigious deals strengthen our offerings in the capital offering innovative and novel advertising options for advertisers in the out of home space. We are happy to be working with the Delhi Government to introduce creating game changing inventory options as we bring more formatting into this industry working parallelly to enhance lives of the local community. The expertise that Qumbet and VMG Global bring with them will see innovative and pioneering street furniture for the first time ever in the country. These strategic wins are key acquisitions for BIG Street, its revenue potentials promising to contribute significantly to the profitability of the Company."

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited ("RBNL") (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.

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