

RELIANCE BROADCAST NETWORK LAUNCHES FIRST IN-HOUSE EXPERT DIVISION FOR 'TRADE SOLUTIONS AND ACCOUNT PLANNING'

INITIATIVE AIMED AT DELIVERING TO MARKETERS VALUE PROPOSITIONS THAT GO BEYOND CUSTOMARY PROMOTIONS

Mumbai, December 11, 2014... Reliance Broadcast Network today announced the launch of yet another path breaking offering for its Clients, with a dedicated division for **'Trade solutions and account planning'**. With the intent to leverage the overall strength of RBNL, to provide strategic media solutions to clients, this move will see the strategy and solutions team coming together to deliver value to marketers, that goes beyond the customary FCT purchase. The functioning of the team comes into play with immediate effect and is poised to change the way media platforms provide services to clients. The team will be led by **Mr. Sunil Kumaran, Network Strategy and Services Head – Reliance Broadcast Network Ltd.**

With an endeavor to work with clients for best utilization of media spends, the Account Planning team would understand clients marketing and communication objectives and then come back with propositions which best utilize the RBNL strengths to meet the set objectives.

This division will provide marketers associating with RBNL a much stronger proposal to increase the effectiveness of the media plans. This will be done through a deeper understanding of content, media consumption and local consumer insights which RBNL has acquired over the years of its existence and a strong radio entity.

Speaking on the initiative, **Mr. Sunil Kumaran, Network Strategy and Services Head – RBNL** said, "The idea is to ensure partners investing in our brands are getting the best value. Over the years with our Research, Strategy and Creative teams we have built a much deeper understanding of consumers and how they engage with media, how creative propositions can improve campaign effectiveness and how performance of our stations and channels can be effectively put to use to provide a strong marketing solution for client. This division will focus on utilizing this expertise to service clients partnering with us"

Trade Solutions and Account Planning are functions that are most often left solely to the media agencies to use their expertise to craft out best utilization of media spends. This team will work on key Clients and provide them with recommendations on the utilization of RBNL's media assets. While media companies are known to have solutions' teams within the system designing value added offerings for Clients, a fully functional team with a well oiled machinery of experts ensuring the best possible solutions for brands, is a very first.

ABOUT RELIANCE BROADCAST NETWORK

Reliance Broadcast Network is a media and entertainment company with interests in radio, television and television production. The Company houses: 92.7 Big FM - India's No.1 FM Network with 45 stations, reaching over 4 crore Indians each week; Big Magic – which has built strong brand equity as a Comedy Channel and is positioned as the one stop destination for humor, with higher affinity in the Hindi heartland; Big Magic Ganga – the No. 1 regional Channel of Bihar and Jharkhand; Big Magic International – a channel targeted at the Indian Diaspora in the US and Canada; BIG Thrill – the destination for action entertainment; and Big Productions – its television content production division. For more information log on to www.reliancebroadcast.com