

**MEDIA RELEASE**

**RELIANCE BROADCAST NETWORK'S 'BIG MAGIC INTERNATIONAL' ENTERS THE UNITED STATES**

**FOLLOWS CLOSE ON HEELS TO LAUNCH IN CANADA, AS PART OF THE EXPANSION AND GROWTH STRATEGY**

**DISH NETWORK, THE LARGEST DTH PLATFORM FOR THE SOUTH ASIAN AUDIENCES BECOMES EXCLUSIVE DISTRIBUTION PARTNER**

**OFFERS PERFECT MELANGE OF VARIETY ENTERTAINMENT, INFOTAINMENT AND BUSINESS NEWS FROM INDIA FOR PLUM SOUTH ASIAN DIASPORA IN THE UNITED STATES**

**Mumbai, India, October 2, 2012:** Within a quarter of Reliance Broadcast launching **BIG MAGIC INTERNATIONAL** in Canada, the Company, known for its speed to market and aggressive expansion, announces its entry into the **United States**. **BIG MAGIC INTERNATIONAL** brings to the enormous South Asian diaspora in the US, a Channel that has been customized to ensure the perfect blend of variety entertainment, infotainment, and business news from India, which promises to resonate excellently with its audiences. Designed to offer audiences the magic from India – the programming will feature entertainment shows from the extensive library of Reliance Broadcast Network and daily business news from Bloomberg TV India. The exclusive partnership with the largest DTH platform for the South Asian Diaspora - **Dish Network** will ensure it reaches a sizeable and relevant audience base in the United States.

**BIG MAGIC INTERNATIONAL** will be part of the **Hindi Mega Pack** on Dish Network in the US, which is hugely popular with subscribers. The Channel will also be available as an **a la carte channel** by optimizing Reliance Group synergies with **BIG FLIX Video on Demand** – which has an extensive library of more than 2000 movies, including an exhaustive regional movie catalogue, catering to the large south Asian language groups, offering a combo service. Ensuring the best distribution and optimal reach, the Channel will be available on dish network's IPTV offerings through the Mega Pack. With revenues coming from both subscription and advertisement sales, **BIG MAGIC INTERNATIONAL** has appointed **Mediamorphosis LLC** as its exclusive advertising agency for the US market.

The programming on **BIG MAGIC INTERNATIONAL** will ensure varied appeal with an eclectic mix of **daily sitcoms, socio-mytho programs, crime shows, dramas, and religious shows** hand-picked from **BIG MAGIC India**. The Channel will also showcase popular televised award shows created by the RBNL's **intellectual property vertical**. Delivering to its promise of offering varied entertainment the Channel will feature **stand-up comedies, cultural quiz shows** and more that will appeal across age groups.

A core USP of the Channel will be **3 fresh, 30 minute updates each day** with the latest news from the Indian capital markets, coming straight from a credible source like **Bloomberg TV India**. The Channel will also feature a special weekend feature show created around the Indian business world and investments in India, along with some of the key shows from the Bloomberg TV India stable which includes the high rating shows **Assignment** and **The Pitch**.

The South Asian population in the United States was **3.2 million** (2010 US Census report) and is one of the fastest growing Asian American ethnic groups in the United States. They have the country's 3<sup>rd</sup> largest ethnic population and have average household incomes better than the average. Ensuring reach to maximum households, **BIG MAGIC INTERNATIONAL** has mapped the entire market to ensure optimal reach.

Speaking on the announcement, **Tarun Katial, CEO, Reliance Broadcast Network Ltd.** said, "Backed by the success that **BIG MAGIC INTERNATIONAL** has seen in Canada, we are excited to be entering the key market of United States. We have strategically activated all levers ranging the product content, distribution partners and ad sales agency, after mapping the market to understand what it can deliver for us. We are confident of the Channel resonating well with audiences, while offering an effective platform to marketers. We are progressing as planned, with our international expansion and growth strategy and look forward to continuing to deliver value to all our stakeholders."

**About Reliance Broadcast Network Ltd.**

*Reliance Broadcast Network Limited is a multi-media entertainment conglomerate with play across radio, television, intellectual properties and out of home. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. It 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** – A joint venture with CBS Studios International with 4 Channels - Prime, Love, Spark and the first international Punjabi Channel - Spark Punjabi; **BIG MAGIC** – positioned as India’s only variety entertainment Channel for the Hindi Heartland; **BIG PRODUCTIONS** – the television content production division of the Company caters to the creative needs of the Indian television landscape; **BIG STREET** – acquires and markets long term premium out of home inventory. The Company also distributes **Bloomberg UTV**, India’s premier business news channel as part of its television bouquet. For more information log on to: [www.reliancebroadcast.com](http://www.reliancebroadcast.com)*