

PRESS RELEASE

John Manavalan joins 92.7 BIG FM as Station Head Mumbai

Mumbai, September 15, 2011....India's No. 1 FM Station from the Reliance Broadcast Network stable, 92.7 BIG FM today announced the appointment of John Manavalan as the Station Head for its Mumbai Station. In his new role, John's prime responsibility will be to manage the running of the station along with the revenue generation for the station. John will report to Siddharth Bharadwaj, National Head of Sales for the radio business.

Speaking on the occasion, **Mr. Siddharth Bharadwaj, National Head – Sales, 92.7 BIG FM** said, "We are very happy to have John on board. His excellent track record, ability to cull consumer insights while marrying them to marketers requirements is a skill that promises to work advantageously to the business. We wish him luck."

John brings with him over 13 years of valuable experience wherein he has worked across multiple business scenarios ranging, steady state businesses, businesses in major expansion mode and operation rationalizations. Some of the organizations he has served with are Godrej Properties Limited, Xerox, Tata Teleservices and Fever 104. One of his key work experiences was at Tata Indicom wherein he was part of the team which launched the prepaid and postpaid service in Mumbai. Subsequently he was also instrumental in launching Tata Docomo in the Enterprise and SME segment in Mumbai and rest of Maharashtra. Closer home when he was with the launch team at 104 Fever, he recruited, trained and built the sales & revenue team for the station in the western region. His last assignment was with Tata Teleservices where he served as Business Development Head – Western Region (SME Business).

Speaking on the occasion, **Mr. John Manavalan says**, "I look forward to the new innings at 92.7 BIG FM and working with the young and dynamic team. The network has, within a very short span of time achieved good success and as a team am confident to growing it to greater heights as we continue to offer consumers an exciting radio experience and marketers a suitable platform to reach their audiences."

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. 92.7 BIG FM – India's largest FM Network with 45 stations, reaching over 3.6 crores Indians each week. BIG CBS – A joint venture with CBS Studios International, USA's No. 1 TV broadcaster which is launching 3 Channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark. BIG MAGIC – marks the Company's entry into the regional entertainment space. The Channel is positioned as India's only Channel exclusively for the Hindi Heartland, featuring locally relevant entertainment around humor, music and Bollywood. BIG LIVE – This division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms. BIG STREET – In the business of acquiring and marketing of long term premium out of home inventory. BIG PRODUCTIONS - This division functions as a television content production house catering to the diverse creative needs of the Indian television landscape. For more information, log on to: www.reliancebroadcast.com

For further Information:

Reliance Broadcast Network Ltd. | Cheryl D'souza-Waldiya – AVP Corporate Communications | 09322198940 | cheryl.waldiya@reliancebroadcast.com