

BIG 92.7 FM network gets BIGGER, Now offers 52 Stations!

~ Partners with Radio Dhamaal and Rangila FM ~

Mumbai, December 16, 2009... BIG 92.7 FM, the FM radio network from Reliance Media World Ltd. and India's No. 1 FM Station, with 45 stations of its own across India, further amplifies its reach and footprint across India, through alliances with **Radio Dhamaal** and **Rangila FM**. These strategic alliance grows the already enormous BIG FM network offering by an additional 7 Stations with BIG 92.7 FM's sales teams now being able to offer advertisers the opportunity to reach 52 cities across India, reaching out to deeper pockets of the country.

Radio Dhamaal's presence in Ahmednagar, Dhule, Jalgaon, Jabalpur, Karnal, Muzaffarpur and Rangila FM in Raipur, the capital city of Chhattisgarh, significantly strengthens the reach BIG 92.7 FM can offer advertisers in the key markets of Maharashtra, northern & central India. This alliance also establishes BIG 92.7 FM as the single largest network in central and northern India, with Radio Dhamaal's presence in Karnal in Haryana giving BIG 92.7 FM 100% reach in terms of private FM stations in North India, an offering unmatched by any other radio station.

52 stations to monetize, allows BIG 92.7 FM to further harness the potential of its sales network and strengthen customer relationships. An estimate from Adex Analysis for the July-Sep 2009 quarter indicates that the market of Maharashtra alone attracts a share of 16% of all advertising spends in the country. Having a network offering which now boasts of 5 cities in Maharashtra, as well as having the highest number of FM stations in the central Indian market of Madhya Pradesh and Chhattisgarh will certainly enable more network sales.

This larger network offering will add effectively to the top line and bottom line of the company.

The excellent spread that BIG 92.7 FM has created across the country also allows for excellent business opportunities from BIG Rural, a business division that has been providing advertisers a unique platform to reach out to their audiences in rural India. With a dedicated team working on rural activation properties in tier II and III cities, conceptualizing events that can be amplified on radio, this alliance throws open newer markets for advertisers to reach out to.

This alliance also illustrates the power of larger network offerings advertisers will be able to avail of when Phase III rolls out, giving their brands significantly enhanced urban and rural reach through FM.

Speaking on the occasion, **Mr. Tarun Katial, Chief Executive Officer BIG 92.7 FM** said, *"We are delighted to announce our alliance with Radio Dhamaal and Rangila FM, between whom have a strong presence in Maharashtra and Central India. With a fair share of ad-spends flowing into these regions, this alliance helps us enhance the reach of our offering to advertisers and further consolidates our position vis-à-vis competition. Having 52 stations enables us to deliver greater value to our advertisers and strengthens our ability to help build their brands across markets."*

Speaking on the occasion, **Mr. Sanjeev Kalia, Network Sales Head - BAG Network** said, *"We are confident that this tie-up will be beneficial for both the parties, in this competitive scenario consolidation is the necessity. We had evaluated various options and found that BIG FM were most appropriate partners for sales alliance as most of our stations do not*



compete with each other in the cities we are present . It is a well thought strategy which allows BIG FM sales team to package our non competing stations in their deals to garner better market share & at the same time both teams will handle their sales independently.”

Speaking on the occasion, **Mr. S.K. Jain, MD- Rangila FM** said "The strategic alliance with BIG 92.7 FM will usher in a very exciting phase of mutual growth. Rangila FM in Raipur (state capital of Chhattisgarh) will benefit from the presence of national brands facilitated by BIG FM whereas advertisers will now be able cover a huge landmass in the most potential state in Eastern India through a single window. Rangila FM has developed a huge following in Raipur-Durg-Bhilai belt with its unique flavor and programming that will provide a solid platform for brands. Also, the deep penetration in a number of rural clusters under Rangila's coverage supported by bonding with listeners will open ways for meaningful and effective rural activations."

About Reliance Media World Limited:

Reliance Media World is part of the Reliance Anil Dhirubhai Ambani Group. Reliance Media World encompasses BIG 92.7 FM, India's No. 1 FM Station and its allied businesses including BIG Street, BIG Digital, BIG Reach, BIG Events, BIG Live and BIG Rural.

About Radio Dhamaal:

B.A.G. Infotainment Limited has 10 FM Radio licenses by the name of DHAMAAL24 at 106.4 FM in the cities of Hissar, Karnal, Patiala, Shimla, Muzaffarpur, Ranchi, Jabalpur, Jalgaon, Dhule and Ahmadnagar out of which 9 stations are already operational. The response of the listeners has been extremely encouraging and our programming has a distinct edge over its competitors.

On 18th June 2007, the voyage of Dhamaal 24, 106.4 FM began. Tremendous response and feedbacks flooding channel are spectacular, as it has never ever happened before for any station at so early stage of launch. Our stress on songs the playlist and well chalked out RJ Links have proven to be the mainstay of this endeavor. Our Stations has successfully positioned themselves as the voice of today's youth, providing the crucial link between urban and rural through unadulterated entertainment to both masses and classes. Variety is the essence of life and so is our content. Driven by our professionally conceived philosophy, our content-mix follows a 'day part' method for focusing on different segments of listeners.

About Rangila FM:

'Rangila 104.8FM' a division of Raneka Fincom Pvt.Ltd. is truly Raipur's own FM radio station, covering high market potential areas like Raipur-Durg-Bhilai and even Rajnandgaon. Its programs like Shubh Morning, Chugli, Music Adda, Gaddi Kramank 1048, Yara Sili-Sili and Pahuna are already popular amongst a large cross-section of listeners and so are the specially trained RJ's. The content and programmes are designed to suit culturally reserved local taste with the best and selective music sprinkled with meaningful yet exciting RJ talk. Rangila is the only channel that represents Raipur, its culture, trends and people in all respects. It is a brainwave that has taken birth in Raipur and interweaved with the culture itself. Rangila complement local ethos and audiences in their celebrations, festivals, joy and sorrow. Unique content from BBC through an exclusive tie up adds a touch of class to the station.

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