

Press Release
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92.7 BIG FM announces its official radio partnership for the ICC Cricket World Cup 2011

Mumbai February 7, 2011: Cricket and Bollywood are synonymous with entertainment in India and with the World Cup fever around the corner, **92.7 BIG FM** the radio arm of Reliance Broadcast Network Limited (RBNL) announces its association with '**ICC Cricket World Cup 2011**' as the **official radio partner**. Starting from **February 7th 2011 – April 4th 2011**, 92.7 BIG FM will entertain its listeners with live cricket action across its 45 station network. This celebration of cricket will last through out the World Cup with live match updates, detailed match analysis, rewarding contests and more...

As part of its promotion, 92.7 BIG FM will engage and entertain its listeners with an innovative campaign called '**Bollywood meets Cricket**'; an action packed property that will offer listeners a chance to be part of their favourite Bollywood superstars team. This activity will see the celebrity-named teams fight against each other for the coveted title. Registered listeners from different teams will play against each other to answer 6 questions on their favourite superstar and the final winner will win goodies ranging from merchandise of the World Cup mascot, to movie tickets and world cup tickets etc.

During the ICC Cricket World Cup 2011, 92.7 BIG FM will introduce famous RJ and stand-up comedian **Udham Singh**, who in his inimitable signature style and humour will comment on the preparation of the team before every match along with pre and post match analysis. Prior to every match, the radio station will treat its listeners with **Pitch Report, Astro Prediction, Weather Report, Team Profiles**, etc. Famous cricket commentators like **Arun Lal, Charu Sharma** will also come on air to provide expert comments during the match and explain finer details on the World Cup 2011. Post the cricket match, the RJ will also share match summaries with names of the best bowler, best batsman and best fielder.

92.7 BIG FM will bring the cricketing action alive on-ground by playing **Power Cricket** in Tier I and Tier II cities. The players can participate for the on-ground activities by answering the right question of their favourite Bollywood superstar and can win on the spot movie tickets.

The radio station also has an excellent line up of activities guaranteeing the highest excitement levels with their **Cricket Microsite** where listeners can register, choose their favourite team and play the game of **Bollywood ka World Cup** online. The website will also host audio podcasts of **Udham Singh's** interstitials, expert comments on the game, RJ links of the game played, et al.

The holistic promotions will be taken on mobile through SMS led games that allows listeners to undertake net practice, as well as members who have registered for the service can predict about players and their team. The registered members will also get daily updates via mailers and SMS. The radio station further take the activity to social networking sites like **Facebook** wherein people can add an exciting gaming application and send challenges to their friends who can either bet on a match or a player.

BIG Street, the Out of Home arm of Reliance Broadcast network Limited will add to the excitement by projecting online game on **LED screens** wherein people around the LED screens can also get a chance to play the innovative game. This activity will be taken to Delhi Metros through a flip book that will be brought alive through innovative use of back to back site of **DMRC**. The creative will be designed such that when the train moves in or out of the station, the passengers inside will get an impression that the cricket ball is moving from one side to the other.

92.7 BIG FM will ensure maximum reach through multiple touch points for the ICC World Cup 2011 and also provide a 360 degree approach by offering integrated solutions through its various media verticals including BIG Digital that will offer online and mobile solutions along with an effective campaign to assure this activity permeates into consumer's lives and garner great success

Commenting on the development, **Mr. Soumen Ghosh Choudhary, Business Head 92.7 BIG FM**, commented, "We are excited to be associated with this prestigious cricketing event and this campaign sets a new benchmark for the offerings of 92.7 BIG FM to its listeners. With hectic schedules it becomes difficult for cricket fans to follow all the matches, 92.7 BIG FM will provide its -listeners near live updates, match analysis and all the action right from the cricket field so that they can follow the game on the go. We will offer the perfect blend of Bollywood and cricket and give a chance to our listeners to be a part of the World Cup while allowing them a chance for excellent gratification too."

So tune into 92.7 Big FM to catch the World Cup 2011 cricket fever!

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited ("RBNL") is part of the Reliance ADA Group. One of India's youngest media houses, it has grown at a steady pace and is reckoned today amongst India's leading media businesses. 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. Its latest business venture marks the Reliance ADA Groups entry into television, through its 50:50 JV with America's leading media house, CBS Corporation.

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; BIG Live - the experiential marketing wing of the Company covers activations, events, intellectual properties and rural marketing; BIG Street - in the business of out of home media; and BIG Digital - an initiative in the digital space offering mobile and online solutions. BIG CBS - the television foray of the Group, will see the launch of 3 English entertainment channels in India. With Reliance Broadcast Network Limited's multi-media presence and an integrated sales offering, combined with the content muscle of CBS Corporation, BIG CBS stands make a significant impact in India's burgeoning television industry. All these business verticals come together to offer a truly integrated solution to clients having built significant multi-media capabilities. For more information, log on to: www.reliancebroadcast.com