

Press release

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# **Reliance Media World ushers in a new phase for the ‘Media and Entertainment industry’ ~ Builds a Multi Media Conglomerate ~**

**Mumbai, June 16<sup>th</sup>, 2010: Reliance Media World Ltd.**, a division of the Reliance ADA Group, unveiled its new business intentions, to build a multi-media entity, offering marketers integrated, holistic solutions for their business needs. Today, reckoned amongst the leading media companies in India, Reliance Media World, since its launch with radio - **92.7 BIG FM** in 2006, has grown at a steady pace, setting up business verticals in out of home – **BIG Street**, Experiential marketing – **BIG Live** and the mobile and online space – **BIG Digital**. These are now being brought together, to deliver the new vision of the Company which is *to reach, engage and enrich consumers, through the power of relevant ideas, in the process creating ever growing value for our stakeholders.*

In line with the new business direction, Reliance Media World Ltd., post receiving shareholder approval, is in the process of getting re-christened as **Reliance Broadcast Network Ltd.** subject to regulatory approvals.

With the 2<sup>nd</sup> highest GDP growth rate, 50% of the population below 35 yrs, rapid urbanization, increasing consumerism and a resurgent Rural India, the Indian market is poised to grow to 1 trillion \$’s. This reflects positive projections for the media and entertainment industry, slated to grow at 12.5% CAGR.

However the Indian consumer is an increasingly difficult target to impact. Extremely time pressed and enabled with multiple media choices, consumers today are a challenge to keep up with. The future of brand communication will demand a high degree of consumer centricity delivered through engaging ideas and multiple touch points, to be able to create any impact.

The need of the hour, to engage and deliver audiences, is only possible through the power of **consumer centric integrated media solutions** - an opportunity identified and embraced by Reliance Media World Ltd.

To enable maximizing this new opportunity, the RMWL sales teams has been re-tooled to sell integrated solutions to clients, leveraging all the RMWL verticals as well as Reliance ADA Group verticals. This new sales force, christened **‘BIG Connect’** has been structured into Key Account Management, with 200+ associates, across 52 offices with access to 1000+ clients each month.

Backed by strong operational support and technical enablers like ERP, BIG CONNECT promises to deliver and execute solutions for clients with a complete integrated approach for their marketing plans.

The organization has also brought on board experienced relevant talent to manage and grow the new verticals, bringing in critical domain expertise and execution experience.

RMWL also has extensive expansion plans with potential acquisitions, investment in experiential marketing capex, activation inventory, and international collaborations to ensure that we deliver to market expectations and beyond.

Commenting on the new business direction, **Mr. Tarun Katial – Chief Executive Officer, Reliance Media World**, said, “These are exciting times for the Media and Entertainment industry, and our integrated approach is to re-align Reliance Media World Ltd, with emerging consumer dynamics, which is resulting in new expectations from clients. This re-alignment will enable the company to leverage the cohesive strength of different media platforms within RMWL and Reliance ADAG in a proactive and strategic manner. We are confident that this integrated approach will help us strengthen market leadership as it firmly lays the foundation for an exciting future ahead.”

#### **Key highlights of each business:**

**BIG FM: India’s No. 1 FM Station, with presence spanning across 45 cities, 1000 towns and 52,000 villages reaching more than 200 million Indians across India.**

- Alliance with Radio **Dhamaal and Rangila FM** takes its station count to 52 cities
- The share of advertisers is only **4.2%** as against global numbers of 10%+, indicating great potential
- A **21% market share** makes BIG FM one of the largest media / radio players in the country
- **Retail revenues** are showing a healthy growth of **28%**
- **Annual growth** of brand count stands at **6%**
- **Quarter on quarter growth of 40%** in new business development revenues
- Inventory utilization in **tier II and III cities seeing over 70% growth**
- **Government advertising** contributed to the top line growth of radio revenues
- Key Stations like **Bangalore, Kolkata and Chandigarh rated No. 1** in audience ranking
- Audience ranking showed **growth by 7.56%** in listenership
- Potential of radio indicates a **15-20% growth of the next 5 years**
- **Phase III** will result in boosting the fortunes for the radio industry

**BIG Live: is RMWL’s experiential marketing arm, offering clients a range of experiential marketing platforms for their brands, ranging from brand activations, events, rural brand programs and IP owned platforms.**

- Recently concluded the very successful **BIG Ugadi Awards** – Telegu Music industry. We will soon be hosting our Bengali Music awards followed by Marathi and Hindi in association with the IMA
- **Excellent synergies not just within the company but also Reliance ADA group companies, where we can bring to the table BIG Cinemas, Zapak Gaming, BIG ADDA, BIG Home videos, BIG ND Studios, BIG Synergy**

- Its rural foray already covers over **10%** of the rural population of the country, through the FM network. The current rural reach extends to over 52000 villages and 200 smaller towns, which are the engines of economic growth in the coming years. With the proposed Phase III roll out of FM Radio licensing, it is further expected to expand to over 2, 50,000 villages across India.

BIG LIVE offers client 'through the line' brand activation solutions from consumer events and promotions to employee events, dealer-distribution activities and more.

**BIG Street:** In the business of acquiring and marketing of out-of-home assets, has within a short span of time acquired media rights in key cities. BIG Street's focus is on delivering insight, innovation and impact to its clients.

- In the space of out of home media aggregation, BIG Street has made considerable strides growing in the last quarter by **196%**
- Has a marketing alliance with **International Techno Media (ITM) for 50 networked high definition LED displays** in Delhi, the largest in Asia
- BIG Street markets strategic civil structures on **Line II of Delhi Metro** as part of its long term, low risk inventory acquisition
- **Chandigarh Transport Undertaking** awarded to BIG Street includes **267 intra-city buses** (including 40AC buses) which operate in Tri-city of Chandigarh, Panchkula and Mohali
- 100 bus shelters in **Bangalore** in addition to strategically located bill boards
- **Gantries and Cantilevers**, at strategic locations in Hyderabad along with mobile vans

**BIG Digital:** RMWL's initiative in the digital space, offers mobile and online solutions. The division maintains its own short code – 55454, voice services, social media marketing services, web site creation and other digital solutions. Big Digital also leverages other Reliance ADA divisions like Zapak and BIG ADDA, to create more exciting digital solutions for clients.

- Has entered into a partnership with India's largest telecom VAS provider, **OnMobile Global Ltd.**, to launch the radio experience on the mobile platform. For the first time in India, **BIG Mobile Radio** will give mobile users the option to listen to 17 multi-lingual specially programmed channels anywhere in India. This service will also be available in select global markets including Malaysia, Singapore, UAE, Bangladesh, Sri Lanka and Indonesia which have large Indian communities.

**About Reliance Media World Ltd.**

*Reliance Media World Limited is part of the Reliance ADA Group. One of India's youngest media houses, it has grown at a steady pace becoming one of India's leading media businesses. RMWL 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. **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. The company offers a truly integrated solution to clients having build significant multi media capabilities. **BIG Street** – in the business of out of home media, **BIG Live** – the experiential marketing wing of the Company covering activations, events, intellectual properties and rural marketing and **BIG Digital** – an initiative in the digital space offering mobile and online solutions.*

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