

MEDIA RELEASE**RELIANCE BROADCAST NETWORK ANNOUNCES THIRD OVERSEAS LAUNCH IN 2012, TAKES
'BIG MAGIC INTERNATIONAL' TO AUSTRALIA****LAUNCH FOLLOWS COMPANYS RECENT ENTRY INTO CANADA & THE UNITED STATES****SIGNS ON KONNEC TV, AUSTRALIA'S FASTEST GROWING DTH COMPANY AS DISTRIBUTION
PARTNERS****OFFERS PERFECT MIX OF VARIETY ENTERTAINMENT, INFOTAINMENT AND BUSINESS NEWS
FROM INDIA**

India, Mumbai, November 5, 2012: Continuing its aggressive expansion and growth strategy in the international market, India's Reliance Broadcast Network Limited (RBNL) today announced its foray into Australia with the launch of BIG MAGIC INTERNATIONAL television channel. This marks the company's foray into the critical APAC market with a growing South Asian Diaspora, following close on heels to its successful launches in the markets of Canada and the United States.

Designed to offer audiences a phenomenal blend of variety entertainment, infotainment, and business news from the libraries of the Reliance Broadcast Network and Bloomberg TV India, BIG MAGIC INTERNATIONAL AUSTRALIA promises to uphold the legacy of the Channel both in India and overseas. The channel's offerings are customised to suit the entertainment demands of the sizeable South Asian Diaspora in Australia. Konnec TV, Australia's fastest growing DTH Company that specialises in distributing multicultural television channels is partnering RBNL to distribute the channel across the length and breadth of the vast country.

The channel will be added to the basic pack, which is currently priced at AUD 39.55 at a fixed fee. 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 handpicked from BIG MAGIC India. The Channel will also showcase popular televised award shows created by the RBNL's intellectual property vertical. These would include offerings such as India's Sexiest Bachelor, India's Glam Diva, I Love Style, BIG Hindustan Rising Star Awards, BIG Hindustani Music Awards, BIG Bangla Music Awards and more. 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.

The Channel maintains its core USP of 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 that includes the high rating shows Assignment and The Pitch.

The South Asian population in Australia is approximately 4 lakh and makes for 2 per cent of the population of the country, making it the second largest non European group in Australia. Ensuring reach to maximum households, BIG MAGIC INTERNATIONAL has mapped the entire market to ensure optimal reach amongst relevant audiences.

Speaking on the announcement, **Tarun Katial, CEO, Reliance Broadcast Network Ltd.** said, "After establishing our presence in Canada and the United States, we are happy to take BIG MAGIC INTERNATIONAL to Australia as the country's only variety entertainment channel that offers fresh and relevant programming. We've been able to understand the market well and have made the move in line with our international expansion and growth strategy. We are certain that the channel will grow into a popular entertainment offering and resonate well with audiences and marketers there".

“With the addition of BIG MAGIC INTERNATIONAL, we will continue to provide to our subscribers with top-quality television channels. The channel carries a variety of content across genres from back home, which people sitting miles away from their homeland want to watch and monitor. Konnec TV is proud to be the go-to TV provider for the widest variety of top-rated programming at the best price in the industry. We are happy to associate with Reliance Group’s channels in the region as a part of our bouquet”, said **Konnec TV CEO, Abhishek Narang.**

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 TV India, India’s premier business news channel as part of its television bouquet. For more information log on to: www.reliancebroadcast.com