



## MEDIA RELEASE

HIGHEST EVER QUARTER CONSOLIDATED TOTAL INCOME OF RS.70 CRORES  
CONSOLIDATED EBITDA MARGIN OF RS.6.5 CRORES

**RADIO OPERATIONS OF RELIANCE BROADCAST NETWORK BREAK EVEN  
TURN EBIT POSITIVE IN QUARTER ENDED DECEMBER 2010**

DEBT REPAYMENT OF **RS.200 CRORES** - FINANCIAL CHARGES DOWN BY **72%**

**Mumbai, February 14, 2011...** Reliance Broadcast Network Ltd., the multi-media entity from the Reliance ADA Group closed the quarter ending December 2010. The Company, which has play across the businesses of radio, out of home, experiential marketing, digital and television, announces its results on the back of strong growth in its radio operations which turned EBIT positive.

### Consolidated - Quarter ended December 31, 2010

- RBNL recorded highest ever quarter Consolidated Total Income of **Rs. 70 crores**
- Consolidated EBITDA margin of **Rs. 6.5 crores**

### Standalone Key Performance Indicators for quarter ended December 2010

- RBNL recorded highest ever quarter revenue of **Rs. 70 crores**, up by **40%**
- EBITDA grows by **123%** from same quarter previous year to **Rs. 7 crores**
- **Radio Operations turn EBIT positive** basis increase in revenues of 13% over last year
- Radio inventory utilization growth of **42%** over previous year
- Radio sales from **Tier II and III markets up 23%** over same quarter of last year
- **OOH business** posted a **41%** growth in sales performance, driven by new inventories
- **Experiential Marketing business revenues grow by 561%** on the back of **IP properties**

### Key Business Highlights for quarter ending December 2010:

#### Reliance Broadcast Network Ltd.:

- **Repaid debt of Rs. 200 crores** - financial charges down by **72%**

#### 92.7 BIG FM:

- In line with its 'Bollywood' positioning, BIG FM created an innovative Diwali special, '**Bollywood Teen Patti**', engaging millions of listeners across the country
- Continuing with its commitment to the environment, BIG FM also executed the **BIG Avon Greenathon**, a cycle rally, across 44 of its stations and **BIG Green Durga Puja Campaign** in Kolkata, encouraging the people of Kolkata to adopt an Eco friendly approach to the festival.
- Programming innovations continued on air with the introduction of two exciting radio characters – a quintessential Delhi character **Pammi Aunty** and the iconic **Udham Singh**
- **BIG FM Stations in Bangalore and Kolkata** continue to be undisputed leaders in both cities, with **Delhi** also seeing a steady growth in share and Mumbai maintaining its share *[RAM ratings]*.



#### **BIG Street:**

- Q3 saw significant high quality inventories being executed by BIG Street, most of its going live for sales in quarter ending March 2011
  - Digital information Pods across **DMRC** stations and malls
  - Street furniture in Delhi for **DTTDC & MCD** project

#### **BIG Live:**

- **The Intellectual Properties vertical executed 6 properties in the quarter**, ranging from BIG Gujarati Entertainment Awards & BIG Oriya Entertainment Awards to regional Television awards across Maharashtra, Bengal & Andhra Pradesh.
- The crowning glory of the quarter was the **BIG STAR Entertainment Awards**, which returned with a **TVR of 5.78 – the highest rated TV Award in the last 6 months**.
- **The Events and Activations** vertical executed a series of on ground events for clients including LG, Rajasthan Tourism, ICICI Securities, MAMI Film Festival, Coca Cola, Tata Ace, Videocon Mobile Services and many more

#### **BIG Digital:**

- BIG Digital partnered with Reliance Mobile & Airtel to bring on board leading Movie and television stars for a **celebrity live chat format on mobile**.
- IMAI hosted the first ever digital awards in India, which saw **BIG Mobile Radio**, an innovation from BIG Digital getting nominated for this prestigious industry first in the category 'Best Digital Innovation'

#### **BIG CBS:**

- The quarter saw the launch of the first channel from the BIG CBS JV, **BIG CBS Prime**, offering the latest of American TV. Backed by a superior world class product and strong distribution, reaching 30 mn HH's, this channel has built the first step in television broadcasting.

Commenting on the performance, **Mr. Tarun Katial, Chief Executive Officer, Reliance Broadcast Network Limited** said, "The radio business broke even this quarter with RBNL posting highest ever quarter Consolidated Total Income of Rs. 70 crores and EBITDA margin of Rs.6.5 crores. Each of our business verticals have shown steady growth, while leveraging on our integrated business strategy, which will help create greater shareholder value. We have also repaid a large part of our debts reducing our financial charges and plan usage of the remaining funds raised for growth opportunities across verticals."

#### **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 ou*

*t 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](http://www.reliancebroadcast.com)*

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