

# **Reliance Broadcast Network announces its audited results for the financial year ended September 30, 2010**

**Revenue for FY10-11 at Rs. 110.51 crores**

**Posts highest quarter revenue of Rs. 58.35 crores, up by 12%  
as compared to last quarter**

**EBIDTA for FY10-11 at Rs. 2.41 crores**

**Experiential marketing arm turns EDIBTA positive**

**Mumbai, October 30, 2010...** Reliance Broadcast Network Ltd., the multi-media entity from the Reliance ADA Group exited Q2FY10-11 recording the highest quarter revenues, this far, at Rs. 58.35 crores. 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 the experiential marketing business.

The board of directors of the Company has decided to close the books of accounts as on September 30, 2010 and accordingly to restrict the current financial year which commenced on April 1, 2010 to a period of six months.

## **Key Performance Indicators for Q2 of FY10-11:**

- RBNL recorded highest quarter revenue of **Rs. 58.35 crores, growth by 12%**
- EBITDA grows by **288%** from Q1 FY10-11 to **Rs. 1.91 crores**
- **Radio Operations remain EBITDA positive** registering **156% increase in EBITDA** compared to Q1 FY10-11
- Radio **inventory utilization** stood at impressive **64%**
- **OOH business acquired significant inventories** on a long term PPP basis.
- The **experiential marketing business** posted a **144% revenue growth** over Q1 FY10-11, turning EBITDA positive

## **Key Business Highlights for Q2FY10-11:**

### **Reliance Broadcast Network Ltd.:**

- The quarter saw RBNL acquire rights to becoming the single window access to Reliance ADA Group's 200 million+ consumers base. RBNL now has possibly the country's largest media footprint.
- Reliance Broadcast Network raised Rs. 283 crores, by issuing 3.33 Cr equity shares of ₹ 5 each, at a premium of Rs. 80 per share.

### **92.7 BIG FM:**

- Executed the 2<sup>nd</sup> year running, the successful **BIG Green Ganesha Campaign** across 13 cities of India, urging citizens to adopt an Eco friendly approach to the festival of Ganesh Chaturthi
- New business development led to increased revenues from categories like **television channels, cellular phone service, jewelry, real estate, telecom, internet, automotive sector.**

- 92.7 BIG FM continues to be a clear leader in **Bangalore** and **Kolkata** [RAM Ratings]. 92.7 BIG FM also maintains 2<sup>nd</sup> highest reach across the metros [RAM Ratings].

#### **BIG Street:**

- Q2 saw significant inventory acquisitions in Delhi
  - **Delhi Metro Rail Corporation**
    - Line III for 21 stations for a 5 year period
    - Line V for 9 premium stations for a period of 5 years
    - Digital Pods, across 25 stations, for a period of 8 years.
  - **Street Furniture contract period for 22 years**
    - With MCD covering 6 kms around the Jawaharlal Nehru Stadium.
    - With DTTDC covering 19 kms around the CWG Games village & Yamuna Sports Complex.
- The acquisitions give BIG Street a distinct edge, with an approximate share of **40% market in Delhi**.
- BIG Street and **VMG Global of UK** signed an agreement to install digital information PODs in malls and metro stations across India

#### **BIG Live:**

- The Intellectual Properties vertical executed a series of India's first regional televised music awards – BIG Music Awards - across Marathi, Kannada, Punjabi and Kannada, which garnered top ratings, **beating all GEC channels.**
- Also announced new IP properties – Gujarati & Orissa Entertainment Awards and the Rajasthani Music Awards
- Inked a partnership with India's foremost music body – **The Indian Music Academy** to host the **BIG IMA Music Awards 2010**, celebrating music across all genres of Indian music.
- On the events and activations front, BIG Live executed a series of on ground events for clients including Coca-Cola FIFA World Cup Tour, Videocon Mobile Services launch, activations for Khatron Ke Khiladi 3, Future Group's The Great Indian Shopping Festival, Godrej Star Night for dealers, Rajasthan Govt. Craft Mela, 120 Tata Ace consumer events across 3 states etc.

#### **BIG Digital:**

- BIG Digital launched internet radio under the brand name **BIG Net Radio**
- **BIG Mobile Radio** continues to be a big hit, offering mobile users radio in 9 languages

#### **BIG CBS:**

- Reliance Broadcast Network signed an **equal joint venture** with **CBS Studios International**, the No. 1 Television Network in the US, bringing to India 3 premium English entertainment Channels.
  - **BIG CBS Prime**, a premium general entertainment channel launching in Nov 2010.
  - **BIG CBS Spark**, India's first international youth entertainment channel.
  - **BIG CBS Love**, India's first ever international women's entertainment channel

Commenting on the performance, **Mr. Tarun Katial, Chief Executive Officer, Reliance Broadcast Network Limited** said, "RBNL's strategic business blueprint, with play across media platforms has created a robust business model that is beginning to deliver value. We are encouraged by our EBITDA growth of 288% over last quarter, which is commendable, given the traditionally lean quarter Q2 normally is. The experiential marketing vertical BIG Live has turned EBITDA positive and

reinforces our strategy to unlock value through the creation of IP properties support by our multi media play. The OOH business is poised to surge ahead, with several significant acquisitions, going live in Q3. Having raised funds from the market, we are uniquely poised to participate in prospective future growth opportunities across business verticals, including new Radio licenses in Phase III, adding to the bottom line as we grow further.”

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