

Reliance Media World Limited to be listed on BSE & NSE on December 4, 2009

Mumbai, December 3, 2009: Reliance Media World Limited (“Company”), part of The Reliance ADA Group owned is scheduled to make its entry on the nation-wide bourses, the National Stock Exchange and the Bombay Stock Exchange on December 4, 2009. The Company runs India’s No.1 FM Network – **BIG 92.7 FM** along with its allied businesses of **BIG Street**– the business of out of home media, **BIG Digital** – an initiative in the digital space, **BIG Reach** – the activation division, providing brand solutions basis client briefs, **BIG Events** – organizing B2B events for Corporates, **BIG Live** – in the business of audience aggregation through organizing live entertainment events and **BIG Rural** – offering holistic solutions for clients’ marketing requirements.

The Radio Division of Reliance MediaWorks Limited has been demerged into Reliance Media World pursuant to the Scheme of Arrangement sanctioned by the Bombay High Court. The shareholders of Reliance MediaWorks Limited have already been allotted one equity share of Reliance Media World for every one equity share held. The Promoter Group’s shareholding is at 61.47%.

The listing of Reliance Media World gains significance with the government on the verge of announcing the third-phase roll out of private FM radio. The Company aims to focus on Phase III which will put on auction around 700 new FM stations, across 200+ towns, which will lead to increased reach of the medium and thus augment advertising revenues. Of the total advertisement spends, radio currently enjoys a share of approximately 4%, amounting to over Rs. 800 crores. The potential for growth remains very large given that FM as a medium has significantly higher reach compared to other media platforms, while being extremely cost effective, thus offering a greater impact and ROI to advertisers. With increased penetration into Tier II cities with phase III, local advertising revenues will only see a further growth.

Apart from **BIG 92.7 FM**, the allied businesses of Reliance Media World are also on the growth path. Its out of home division, **BIG Street**, is focusing on long term low risk high return Public Private Partnership (PPP) projects and maximizing its marketing and sales strength as they continue to build, execute and showcase high prestigious projects like Mumbai Street Furniture and The Hyderabad Traffic Furniture Project. With higher percentage of disposable income in the rural segment, **BIG Rural** has a huge untapped market to explore. The events space is pegged for growth with better organisation and presentation of corporate events; lifestyle shows etc. which offers a great business opportunity for **BIG Events**. Also, with more and more clients looking at holistic brand solutions ranging from on ground to on air integrations and much more, **BIG Reach** has been only growing its client base. **BIG Digital** is poised for growth given the future growth prospects in the digital and mobile space and finally **BIG Live** being in the business of audience aggregation and getting on board multiple brands that see communication solution with a single offering is expected to see healthy growth.

Speaking on the eve of the Company getting listed, **Tarun Katial, CEO – Reliance Media World** said, “Reliance Media World takes forward the Reliance Anil Dhirubahi Ambani Group’s establishment in the media space. We

are now part of a strong framework which will benefit us in terms of strengthening our leadership position, in the media and entertainment business.”

About Reliance Media World Limited.

Reliance Media World is part of the Reliance Anil Dhirubhai Ambani Group. Reliance Media World encompasses BIG 92.7 FM, India's No. 1 FM Station and its allied businesses including BIG Street, BIG Digital, BIG Reach, BIG Events, BIG Live and BIG Rural.