

Reliance Media World Limited reports revenue of Rs. 49.36 Crore ~ TURNS EBITDA POSITIVE ~

Mumbai, January 29, 2009: Reliance Media World Limited (“RMWL”) is part of the Reliance ADA Group, which runs India’s No. 1 FM Network – **BIG 92.7 FM** along with its allied businesses, **BIG Street, BIG Reach, BIG Events, BIG Live, BIG Digital** and **BIG Rural**. The Company reported its results for the quarter ended December 31, 2009.

RMWL reported total income of **Rs. 49.36 Crores** for the quarter ending December 31, 2009. The Company’s operations turned EBITDA positive during the quarter and EBITDA for the quarter stood at **Rs. 2.79 Crores**. This was credited to increase in revenues, controlled costs and expanded Client base. EBITDA margins stood at 5.6%. Company reported a loss of Rs. 12.65 Crores at net level, attributed to debt service cost and depreciation / amortization.

Key Performance Indicators for Q3 of FY 2009-10:

- Quarter on quarter **revenue growth of 28.5%**
- Healthy brand count with an average of **960 brands** on air each month
- Robust sales volume growth with inventory fills **growing by a healthy 28%** over the previous quarter
- **25% growth** in market share in Q3

Key Business Highlights for Q3 of FY 2009-10:

- Re-structuring of the sales team to focus on integrated sales, thus helping garner a higher share of revenue of key clients.
- Increased emphasis on new business development led to new categories on BIG FM like **FMCG, computer peripherals** etc.
- Increased footprint of the network through **alliances with Radio Dhamaal and Rangila FM** growing the network by an additional 7 stations, offering clients reach to 52 stations.
- Opening of **political advertising** for private broadcasters also stimulated an increase in revenue.
- BIG Street, in the space of media aggregation acquired outdoor assets and marketing rights for some key inventory:
 - Big Street, entered into a marketing alliance with **International Techno Media (ITM) for 50 networked high definition LED displays** in Delhi
 - BIG Street won additional inventory on the very prominent and premium **Delhi Metro Rail Corporation – Line II**
 - BIG Street attained exclusive rights for strategically located **Gantries and Cantilevers in Hyderabad**, a key market, the third largest in size after Delhi and Mumbai
- The quarter saw the **launch of BIG Rural**, a division providing holistic solutions to Clients’ rural marketing requirements with clients like Escort Tractors, ICICI NRI Banking and TAFE Tractors
All of RMWL’s **allied businesses** have been structured to generate optimal returns, while offering holistic solutions to clients

On product performance BIG 92.7 FM, is a clear leader in Bangalore [RAM 13 Week Average (Week 39 – Week 52) 12+ Share] and Kolkata [13 week Average Share amongst 12 + SEC ABC]. The brand stands at No. 2 on listenership across the 5 metros of – Mumbai, Delhi, Bangalore, Kolkata and Hyderabad, ahead of competition [13 week average cumes

amongst 12 +]. In Q3, BIG 92.7 FM launched a new music format across its stations, building increased differentiation with competition. The stations new All Time Greatest Hits Music format, in Mumbai and Delhi, delivers inclusive appeal across age bands increasing listenership potential.

Key Product Highlights for Q3 of FY 2009-10:

- In this quarter **BIG 92.7 FM and BBC World Service** entered into a content alliance which involves high quality entertainment from BBC World Service, being played across the BIG 92.7 FM Network
- BIG 92.7 FM also signed leading singer Sonu Niigaam as its brand ambassador, and launched its localized fresh music positioning across the country with him
- On air content has been significantly enhanced with the acquisition of high quality talent, Bollywood film critic Bhavana Somaya, renowned Vedic astrologer Sunita Dhingra, exclusively on air on BIG FM
- To further improve the on air experience for listeners a new stationality package was launched. The new groovy and sing-along tune, has been composed by music director Ranjit Barot and sung by brand ambassador and the very talented singer Sonu Niigaam

Commenting on the performance, **Mr. Tarun Katial, Chief Executive Officer, RMWL** said, “This quarter saw RMWL turn EBITDA positive, which is commendable and very encouraging and we attribute this to our controlled costs coupled with increase in revenues. With the turnaround in economy, we are seeing positive traction in the radio business. Our exclusive ‘solutions offerings’ coupled with excellent Client service ensures repeat Clients which has contributed excellently to the business. Phase III of radio licensing is expected to allow broadcasters to expand their footprint and offer greater access across the country, which when coupled with its cost effectiveness, is sure to make radio the preferred medium of choice for advertisers.

For the Out Of Home business – BIG Street’s acquisitions of long term, low risk, and quick payback inventories is sure to work well on our top lines.”

About Reliance Media World Ltd.

Reliance Media World Limited is an initiative from the Reliance ADA Group, listed on the BSE and NSE. One of the youngest media businesses in India, the Company, since its launch in 2006 (with its radio business christened BIG 92.7 FM), has grown at sturdy speed. Revolutionizing the spread of FM radio across the tier II and III markets, with its Radio business - BIG 92.7 FM, it reaches out to over 200 million Indians across the country. In addition to the radio business, the Company also has an impressive list of allied businesses, offering holistic solutions to brand requirements. The allied businesses are as follows: 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 – covering events in the live entertainment universe, BIG Live – in the business of audience aggregation and BIG Rural – reaching out to rural audiences through holistic solutions to clients’ marketing requirements.

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