



Press Note

Ramita Chaudhuri appointed Business Head for BIG MAGIC

Mumbai, May 19, 2011: In another key management development, BIG MAGIC announces the appointment of Ramita Chaudhuri as Business Head for its regional channel BIG MAGIC. In her new portfolio - Ramita will be responsible for the overall functioning of the BIG MAGIC BUSINESS, ensuring winning product development, amplifying viewership of the channel and ensuring development of integrated solutions for clients. Ramita will report to Soumen G. Choudhury, EVP 92.7 BIG FM and BIG MAGIC.

This is Ramita's second stint with the Company. In her earlier association, she was the Station Head for the Kolkata Station and played a key role in leading the station into the market share and top slot it enjoys.

Ramita has over 11 years of varied work experience in advertising and direct marketing across the sectors of FMCG, media and telecom. Some of the companies she has served include Carlsberg, Hutchison Telecom, Wunderman and Lowe. In her last assignment, Ramita was associated with Carlsberg India as General Manager for its brand Tuborg, playing an instrumental role in conceptualizing effective brand campaigns.

Soumen G. Choudhury, Executive Vice President - BIG FM & BIG MAGIC says "We are glad to have Ramita back with us. Her excellent track record and varied industry experience will work to the advantage of the business. Her ability to cull consumer insights and work on them to create winning brands is a trait which will work to the advantage of this business, targeted at the Hindi heartland. We are confident she will lead the team to work MAGIC into the lives of audiences."

On her joining, Ramita Chaudhuri says, "I am happy to be coming back to a winning brand. The channel has already reached leadership position and I look forward to working with an excellent team to further growing the Channel and creating an entertainment destination for audiences in the Hindi heartland along with offering marketers an excellent platform for their brands."

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a multi-media conglomerate with play across radio, television, out of home and live entertainment. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. 92.7 BIG FM – India's largest FM Network with 45 stations, reaching over 3.57 crore Indians each week. BIG CBS – A joint venture with CBS Studios International, USA's No. 1 TV broadcaster which is launching 3 Channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark. BIG MAGIC – marks the Company's entry into the regional entertainment space. The Channel is positioned as India's only Channel exclusively for the Hindi Heartland, featuring locally relevant entertainment around humor, music and Bollywood. BIG STREET – in the business of acquiring marketing rights for premium inventory and also acquiring long term premium inventory, across India. BIG LIVE – in the live entertainment business, the division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms. 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

For further details, please contact:

Cheryl D'souza – Waldiya

Associate Vice President, Corporate Communications

Reliance Broadcast Network Ltd



Cell Phone: +91 9322198940

Email: cheryl.waldiya@reliancebroadcast.com