

## **Reliance Broadcast Network elevates Siddharth Bhardwaj to National Sales Head for 92.7 BIG FM and BIG Magic**

Mumbai, May 3, 2011: Reliance Broadcast Network Limited today announces the appointment of Siddharth Bhardwaj as National Sales Head. As part of his new portfolio, Siddharth will be responsible for sales and revenue generation for the company's 45 station radio network 92.7 BIG FM and the recently launched regional television channel, BIG Magic. Given the synergies between both businesses, Siddharth will lead the teams to market both these complementary businesses. As National Sales Head, he will report to Soumen Ghosh Choudhury, Business Head, 92.7 BIG FM.

Siddharth has been with the Company for the last 3 and half years and has ably spearheaded the North operations of 92.7 BIG FM as its Vice President. Under his proactive leadership, BIG FM North saw a significant year on year growth in its revenues. What's more, the North cluster network, under his direction and guidance, also moved to leadership in listenership in the region.

Siddharth Bhardwaj has rich experience in varied sectors spanning 16 years. He started his career with Exide Industries Ltd., and later on moved to Elf Lubricant India Limited. He then joined Punjab circle of Bharti Airtel Limited and looked after its SME Business.

Speaking about the appointment of Siddharth Bhardwaj as National Sales Head, BIG FM and BIG Magic, Soumen Ghosh Choudhury, Business Head, 92.7 BIG FM said, "Siddharth understands the nuances of the radio business and has already added great value to 92.7 BIG FM North stations. I am extremely confident that Siddharth will add tremendous value in the national role for BIG FM and BIG Magic. His keen understanding of media sales combined with his persistence as a sales professional and team work are strong attributes that drive his success."

Commenting on his appointment Siddharth Bhardwaj said, "RBNL is an extremely dynamic and growth focused organization with constantly evolving opportunities. I look forward to this new responsibility and hope my knowledge and experience in the entertainment industry, will allow me to work with the very capable sales team to be able to deliver greater growth for the organization."

***About Reliance Broadcast Network:***

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

**For further details, please contact:**

**Cheryl D'souza – Waldiya**

**Sr. Manager, Corporate Communications**

**Reliance Broadcast Network Ltd**

**Cell Phone: +91 9322198940**

**Email: [cheryl.waldiya@reliancebroadcast.com](mailto:cheryl.waldiya@reliancebroadcast.com)**