

**MEDIA RELEASE**

**SPARK PUNJABI NOW AVAILABLE ON RELIANCE DIGITAL TV**

**AUGMENTS REACH OF SPARK PUNJABI TO 4.5 MN ADDITIONAL TELEVISION HOMES IN INDIA**

**SPARK PUNJABI TO REACH PUNJABI AUDIENCES, SEEKING EXCLUSIVE REGIONAL AND INTERNATIONAL VARIETY CONTENT ACROSS INDIA**

**SPARK PUNJABI GOES LIVE ON THE DTH PLATFORM ON JUNE 15, 2012 ON CHANNEL NO: 952**

**Mumbai, June 12, 2012...** **SPARK PUNJABI**, the first International Punjabi Channel for the region covering Punjab, Haryana, Chandigarh and Himachal Pradesh (PHCHP) from the joint venture between Reliance Broadcast Network and CBS Studios International, will now be available to all viewers of the **Reliance Digital TV platform**, beginning Jun 15, 2012 on Channel No. 952. This distribution deal increases its reach, to an additional 4.5 million digital homes, delivering its exclusive regional and international variety content to Punjabi's based outside of the region too. With digitization in the anvil, this deal marks the first of a robust digital distribution plan that the channel has charted for itself.

An association that works for both partners, SPARK PUNJABI will now reach out to a larger audience base and for Reliance Digital TV offer superlative entertainment content to its subscribers, an increased penetration as well as an enhanced viewing experience for subscribers in the region.

SPARK PUNJABI with a relative market share of approximately 30% is a leading channel in the region and with a programming strategy offering hand-picked world class content, dubbed in Punjabi, to audiences has worked excellently well both for both consumers as well as advertisers.

Speaking on the occasion, **Mr. Anand Chakravarthy, EVP Marketing, Reliance Broadcast Network** said, "As we equip and prepare for the impending digitization, we want to ensure the best reach and viewing experience for SPARK PUNJABI. We are happy to be available on our Group Company Reliance Digital TV, which will fortify the position of the channel amongst the people of and from the region. We will through the product continue to offer value to both consumers and marketers alike."

Commenting on this occasion, **Mr. Ashutosh Srivastava, Business Head, Reliance Digital TV** said, "We always strive to provide our customers with their choice of content to meet their diverse appetite and enhance their viewing experience on Reliance Digital TV. By adding SPARK PUNJABI to our bouquet of channels, we now offer the dedicated international content dubbed in Punjabi along with reality shows in the same language for our subscribers from the Punjabi speaking regions of Punjab, Haryana, Chandigarh and Himachal Pradesh thus, providing superior quality entertainment directly in the comfort of their homes."

**Spark Punjabi** is currently being distributed across **(PHCHP)** region and distributed on digital and analog platforms, with an extensive reach of over 6mn+ C&S households in the region.

**About Reliance Broadcast Network Ltd.**

*Reliance Broadcast Network Limited is a multi-media entertainment conglomerate with play across radio, television, intellectual properties and out of home. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. It houses the following verticals: **92.7 BIG FM** – India's largest FM Network with 45 stations, reaching over 4 crore Indians each week; **BIG CBS** – A joint venture with CBS Studios*

International with 4 Channels - Prime, Love, Spark and the first international Punjabi Channel - Spark Punjabi; **BIG MAGIC** – positioned as India’s only variety entertainment Channel for the Hindi Heartland; **BIG PRODUCTIONS** – the television content production division of the Company caters to the creative needs of the Indian television landscape; **BIG STREET** – acquires and markets long term premium out of home inventory. The Company also distributes **Bloomberg UTV**, India’s premier business news channel as part of its television bouquet. For more information log on to: [www.reliancebroadcast.com](http://www.reliancebroadcast.com)

**About Reliance Communications**

Reliance Communications Limited founded by the late Shri Dhirubhai H Ambani (1932-2002) is the flagship company of the Reliance Group. The Reliance Group currently has a net worth in excess of Rs. 89,000 crore (US\$ 19.7 billion), cash flows of Rs. 10,900 crore (US\$ 2.3 billion), net profit of Rs. 3,600 crore (US\$ 0.8 billion).

Reliance Communications is India’s foremost and truly integrated telecommunications service provider. The Company, with a customer base of over 158 million including over 2.5 million individual overseas retail customers, ranks among the Top 4 Telecom companies in the world by number of customers in a single country. Reliance Communications corporate clientele includes over 35,000 Indian and multinational corporations including small and medium enterprises and over 800 global, regional and domestic carriers.

Reliance Communications has established a pan-India, next generation, integrated (wireless and wireline), convergent (voice, data and video) digital network that is capable of supporting best-of-class services spanning the entire communications value chain, covering over 24,000 towns and 600,000 villages. Reliance Communications owns and operates the world’s largest next generation IP enabled connectivity infrastructure, comprising over 277,000 kilometers of fibre optic cable systems in India, USA, Europe, Middle East and the Asia Pacific region.

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