

MEDIA RELEASE

RELIANCE BROADCAST NETWORK POSTS HIGHEST EVER QUARTER TOTAL CONSOLIDATED INCOME OF RS. 75.2 CRORES

RADIO OPERATIONS CONTINUE TO REMAIN EBIT POSITIVE

Mumbai, August 12, 2011... Reliance Broadcast Network Ltd., India's youngest multi-media entertainment conglomerates with play across the businesses of radio, television, out of home, intellectual property and television production closed the quarter ending June 2011. The Company announces its results on the back of strong performance in its radio operations which remain EBIT positive.

Standalone Key Performance - quarter ended June 2011 vs. quarter ended June 2010:

- RBNL reported revenues of **Rs. 80.7 Cr**, up by 55%
- Segmental Revenues
 - Radio broadcasting business reported revenue of **Rs. 49.5 Cr** posting a growth of 22%
 - Intellectual property business revenues grew 33% to **Rs. 7 Cr**
 - OOH business posted a growth of 13% to **Rs. 5.1 Cr** growth in sales performance
 - Television production business posted top line of **Rs. 16.4 Cr**
- Radio remains EBITDA positive at **Rs. 16.3 Cr**
- RBNL Standalone PAT **Rs. (3.5) Cr**

Consolidated Key Performance - quarter ended June 2011 vs. quarter ended June 2010:

- Reported Consolidated revenues of **Rs. 75.2 Cr**
- Total Consolidated PAT reported of **Rs. (29.1) Cr**
- Radio broadcasting business reported a PAT of **Rs. 2.3 Cr**
- Reported losses primarily due to initial expenses related to television channels launched during the quarter – BIG Magic & BIG CBS Spark

The quarter saw the Company sign a joint venture with the leading European Entertainment Network, **RTL Group, part of Bertelsmann AG** to launch two thematic television channels in India through an equally owned joint venture Company. The Channels will launch in this fiscal.

92.7 BIG FM:

- Serves around **1700 clients each month**, with 600 new clients added during this quarter
- 92.7 BIG FM launched the **BIG Phataka League** in sync with IPL season, taking 11 most controversial celebrities on air covering their take on cricket
- 92.7 BIG FM bagged the highest number of awards, by an Indian radio network, at the prestigious **New York Festivals**, having brought home 5 awards
- **BIG 30 Countdown**, the evening drive show consistently **rated No. 1** show in Mumbai
- BIG FM Stations in **Bangalore and Kolkata** continue to be leaders in both cities

BIG Live:

- The **BIG Television Awards** hosted in association with Star Plus saw excellent participation and was a resounding success
- The **BIG STAR IMA Awards**, the most authentic music awards platform in association with the Indian Music Academy and the STAR Network aired on the Star Plus

BIG CBS:

- The 3 BIG CBS Channels consolidated their position and stands as the **No.1 English General Entertainment Network**
- The quarter saw the launch of India's first youth entertainment channel, **BIG CBS Spark, which has been consistently rating No. 1 in TSV** (time spent viewing) amongst English General entertainment channels
- **BIG CBS Prime** has consolidated its position and beaten stiff competition, attracting upper SEC young males across the 7 metros to rank **No. 3** in the English general entertainment genre, CS 25-44 yrs SEC AB Males
- BIG CBS Prime announced its localized intellectual property on the channel - '**India's Sexiest Bachelor**' featuring the top 10 bachelors from the Indian entertainment landscape

BIG MAGIC:

- RBNL launched **BIG MAGIC**, a variety entertainment channel targeted at the Hindi heartland – UP, MP, Bihar & Jharkhand. The **Channel has grown quickly** to move ahead of regional print and regional TV channels to become the **No.1 media platform in the region.**
- The Channel was a runaway success, growing rapidly to reach a **90 lakh plus weekly reach and 20 GRP's** (TAM CS 4+) in just a few weeks of launch
- Key programs include **Lo Kallo Baat** with host Aman Verma, **Khiladi No. 1** an on ground game show, where the local consumers get a chance to appear on television, **Movie Magic** – a weekend action film segment airing dubbed films of Jackie Chan and Bruce Lee

BIG Productions

- Reliance Broadcast Network **acquired BIG Productions**, a business division which excels in content production for television channels from **Reliance BIG Entertainment Pvt. Ltd.**, providing growth impetus and excellent synergies with existing businesses
- Executed key shows for both **national as well as regional television channels** viz. Comedy ka Maha Mukabala (Star Plus), Saregama Little Champs(Zee TV), Swapnacha Palikadale (Star Pravah), Halla Bol (ETV Marathi), Motiba (ETV Gujarati), Lo Kallo Baat (BIG Magic)

Commenting on the performance, **Mr. Tarun Katial, Chief Executive Officer, Reliance Broadcast Network Limited** said, "We are happy to announce good quarterly results. The radio broadcasting business will be a catalyst for future growth with phase III allowing for it to further consolidate, as it continues to be EBIT positive. We are further strengthening the television broadcasting business with the launch of BIG MAGIC, which has created quick success for itself. BIG CBS Spark launched in the quarter, marking the successful completion of the BIG CBS bouquet. The carefully crafted television portfolio targeting the top and bottom end of the pyramid are seeing good traction. The recent acquisition of BIG Productions enhanced our top-line growth and has a robust revenue pipeline ahead. The Company, under 5 years of age, is on its path towards scale and profitability and is confident to carve out a larger market share with high growth potential in all our divisions."

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. 92.7 BIG FM – India's largest FM Network with 45 stations, reaching over 3.6 crores 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 LIVE – This division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms. BIG STREET – In the business of acquiring and marketing of long term premium out of home inventory. BIG PRODUCTIONS - This division functions as a television content production house catering to the diverse creative needs of the Indian television landscape.

For more information, log on to: www.reliancebroadcast.com

For further Information:

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