



Broadcast Network

PRESS RELEASE

Reliance Broadcast Network Ltd. appoints Madhukar Pandey as Business Head-Central India Cluster

Mumbai, November 3, 2011: Reliance Broadcast Network Limited (RBNL), the multi-media entertainment conglomerate with play across radio, television, intellectual properties, out of home and television production, today announced the appointment of **Madhukar Pandey** as **Business Head - for its Central India Cluster covering UP, MP, Bihar and Jharkhand**. This cluster would include RBNL's variety entertainment channel **BIG Magic** and **92.7 BIG FM's network of 11 stations in the cluster**. As part of his role, Madhukar will be responsible for the overall functioning of the businesses in the Central India region, in functions that would range marketing and sales, managing the P&L and overseeing the product development and implementation of plans in the region. Prior to joining RBNL, Madhukar served as General Manager (Regional Head) at MetLife Insurance. In his new role, Madhukar will report to **Mr. Anand Chakravarthy, Executive Vice President, Marketing and BIG Magic, RBNL**.

Madhukar brings with him over fourteen years of rich and diverse experience in areas such as life insurance and information technology. He started his career in the area of IT education and served organisations such as NIIT, CMC, and Informatics in various capacities. Following this, he made a transition into the life insurance space and spent over seven years working with leading insurers such as ICICI Prudential Life Insurance, HDFC Standard Life and MetLife Insurance. Madhukar is a computer applications graduate from the Lucknow Christian PG College and holds a PGDBA.

He joined ICICI Prudential Life Insurance as Unit Manager and quickly rose to become Sales Manager before moving to HDFC Standard Life as Branch Manager. He was then promoted to the designation of Territory Manager where he set up offices for the organisation in seven districts across the state. At Metlife Insurance, Madhukar helped the company establish its business - hire associates, set up offices, establish compliance, ethics, business practices and processes in UP from scratch and take it to the top league of India in an incredibly short period.

"We are very pleased to have someone who brings a hands-on approach to running a business as well as creativity, on board RBNL. Madhukar will lead BIG Magic and 92.7 BIG FM's operations in the highly competitive and growing central Indian market. With his unique depth of experience in the region, I am sure he will contribute enormously to help take the company to greater heights", commented **Anand Chakravarthy, Executive Vice President, Marketing and BIG Magic, RBNL**.

As the new Business Head-Central India, BIG Magic and 92.7 BIG FM, **Madhukar Pandey** said, "I am delighted to be a part of one of India's most dynamic and vibrant organisations. The values and winning culture of RBNL are truly motivating and I am sure this new journey is going to be very fulfilling. I look forward to capitalize on the many opportunities that lie ahead and set new benchmarks in this challenging role."

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



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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 humour, 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

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