

MEDIA RELEASE

92.7 BIG FM LAUNCHES 'MERE DESH KI DHARTI' ON 11 STATIONS ACROSS UTTAR PRADESH, MADHYA PRADESH AND JHARKHAND

SHOW AIMS AT HIGHLIGHTING LATEST DEVELOPMENTS IN THE AGRICULTURAL INDUSTRY

Mumbai, 14th September, 2012: 92.7 BIG FM, India's No. 1 FM radio network and winner of the Golden Mikes Broadcaster of the Year award, today announced the launch of a new show '**Mere Desh Ki Dharti**'. With experts on select topics being invited to provide listeners with farming solutions while sharing success stories, the show will target the agricultural and farming community with the aim of providing stakeholders with a holistic preview of the latest developments as well as relevant local topics. '**Mere Desh Ki Dharti**' will go **on air starting 16th September 2012, every Sunday between 7am and 9am on 11 stations across Uttar Pradesh, Madhya Pradesh and Jharkhand.**

Over the past few years, the agricultural industry has suffered multiple blows due to numerous reasons which include fragmented land holdings, high input cost and poor market linkages causing farmers to suffer huge losses. However, at the same time, there are success stories of farmers who are doing well and reaping good benefits. The key to success lies in undertaking agriculture as a business enterprise and not just a handed over legacy.

92.7 BIG FM's "Mere Desh Ki Dharti" will not only have information but will also have its share of entertainment by playing popular songs that will match the listener's taste. In order to make the show engaging, the RJ will not only get inputs from agricultural experts who will provide listeners with solutions, but also discuss topics that are geographically relevant.

Speaking about the launch of the show, **Company Spokesperson**, said, "*Farming and agriculture continues to remain the largest occupation in the country and with farmers forming an important consumer segment in the rural market, 'Mere Desh Ki Dharti' is our first step towards reaching out to them. The show will create a unique audio product that will strike a chord with the audiences thereby keeping them engaged. In the future, as well, we hope to be a major player in reaching out to the rural population across the country through our vast radio network.*"

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*



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