

Reliance Broadcast Network beefs up sales team with senior appointments

Mumbai, May 5, 2011: Reliance Broadcast Network Ltd., the multimedia entity, with play across radio, television, out of home and live entertainment, today announces key appointments in its top sales team. **Gargi Kaul** comes on board as – National Sales Head, Television and **Soumen Datta** is appointed as Regional Sales Head – West for television, reporting into Gargi. Additionally, **Jayant Bhokare** has been appointed as - **Regional Head, BIG Connect – South**.

In their new roles, Jayant Bhokare will work closely with Praveen Malhotra on the sales mandate, while Gargi will work with the newly appointed Business Head for the television business, Nikhil Mirchandani and Praveen Malhotra. The closure of these critical senior sales positions aligns the team to leap to the next growth level.

Gargi Kaul has over 18 years has rich Television Sales experience with a career transcending from selling news and entertainment to the biggest sports channels and events, both within the country and internationally. With rich experience in the entertainment field Gargi has worked with Television Today, Sony Entertainment, ESPN Star Sports, Ten Sports and Dubai Sports City. Prior to joining RBNL, Gargi handled key IPL projects with Pioneer Digadsys Services as the Head of Sponsorship Sales and Chief of Operations. On her appointment, Gargi said, “Am happy to join Reliance Broadcast. The right approach and attitude is the key to success at all times and I would look at re-enforcing the same as I am inducted in this fast growing multimedia organization.”

Soumen Datta has worked with leading companies ranging Konica Minolta, De Beers, Ogilvy, and Times of India over the last 11 years. In his new profile, he will report to Gargi and will be looking after the sales in the West region for the television businesses. Before taking on this new mantle, Soumen was working as a key member of the BIG LIVE team. Speaking on his new position, Soumen said, “It’s a great to get an opportunity to expand my horizon within this dynamic organization. I look forward to continue adding value to the business.”

Jayant Bhokare begins his 2nd innings with the organization. In his earlier role, he has played an integral part in the initial setting up of the BIG Street business. In his current role, he will be heading the revenue function for all verticals of Reliance Broadcast Network for the entire Southern region. His last assignment was with Explocity where he was the Business Head. With 18 years of rich industry experience, Jayant has worked with leading media houses ranging Times of India, Star TV, Radio City, Jupiter Entertainment Ventures and Decathlon in various

capacities. Speaking on his appointment, Bhokare said, "I am happy to return to RBNL. This is an excellent opportunity and I look forward to a great stint.

Speaking on the occasion, **Praveen Malhotra, Executive Vice President - Sales, Reliance Broadcast Network Ltd.**, said, "These appointments have been done keeping in mind the aggressive growth of Reliance Broadcast Network businesses. This is a fresh, well experienced and able team and we are confident that they, together with the teams will create unprecedented value for clients and shareholders alike."

About Reliance Broadcast Network Ltd.

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