

Press Release

RBNL's BIG STREET secures 40% market share of DELHI METRO OOH Inventory with Line V acquisition

High premium inventory on Live V gives BIG STREET a distinct edge

Mumbai, September 15, 2010: On the back of its recent acquisitions of key inventory across very premium outdoor advertising locations at the Delhi Metro Rail Corporation (DMRC), BIG STREET, Reliance Broadcast Network Ltd's. OOH vertical adds another feather to its cap as it announces the latest win of the most premium **Line V of DMRC** for a 5 year period. The DMRC mandate to RBNL includes OOH media inventory spread across **9** super-premium underground stations spread over a **12 km** stretch covering VVIP areas ranging Udyog Bhawan, Race Course, Jorbagh, INA, AIIMS, Green Mark, Haus Khas, Malviya Nagar and Saket. With a traffic footfall of **1.5 lakh** commuters each day, DMRC Line V reaches out to the premium areas of South Delhi and the traffic to and from Gurgaon and Central Delhi, potentially providing a humongous opportunity to advertisers and the ability to contribute to a sizeable chunk of RBNL's OOH revenues from Delhi.

DMRC Line V, strategically located, attracts the higher echelons of society ranging students, young executives, business and airport travelers and proves an excellent platform for relevant advertisers that range travel, education, FMCG, youth brands, lifestyle, fashion and retail. With the aesthetically built media vehicles already strategically located at the DMRC, there is no capex requirement and it allows for excellent opportunity for innovations.

DMRC Line V covers the VVIP areas of Central Delhi like the Race Course Road – the PM's residence, to the bustling market areas of INA and Dilli Haat, the countries premier medical facility AIIMS, premium residential and shopping districts of South Delhi like Green Park and Saket. Strategically spread and passing through the choicest locations of the city, Line V promises to be every relevant advertiser's priority choice for their brand campaigns.

This victory, only strengthens the hold of Reliance Broadcast Network at the Delhi Metro Rail Corporation, where it already holds the very prestigious **Line III** of Delhi Metro Rail Corporation (DMRC), for a 5 year period, passing 21 premium stations spread over 33.5 kms stretch of high potential areas covering both west and central Delhi and **Line II** which passes through key areas like the Rajiv Chowk, Kashmiri Gate, Vishwa Vidyalay and the Central Secretariat are also a part of RBNL's portfolio.

Speaking on the prestigious **DMRC Line V** mandate, **Mr. Rabe. T. Iyer, Business Head, Out of Home, Experiential Marketing and Digital, Reliance Broadcast Network Ltd.** said “The Delhi Metro Rail Corporation attracts approximately 1.5 million commuters on a daily basis, which makes it one of the most desirous and appropriate touch points for marketers. Our acquisition of Line V, coupled with our already existent inventory on Line II and III, gives Reliance Broadcast Network Ltd. a strategic advantage, as we now hold the most sizable chunk of the OOH inventory at the DMRC. Our inventory mix is spread across Line III and Line II reaching out to the premium audiences and the newly acquired Line V catering to the super-premium audience, ensures the inventory reaches out across strata. With the addition of new metro lines, DMRC is poised to grow the OOH market and with our 40% market share, we are poised to maximize this growth.”

The DMRC win fortifies RBNL’s stand in the out of home space in Delhi, where it already has play in key inventory across The DMRC Lines, Civil Structures, setting up DMRC digital pods, DTTDC Street Furniture, a 50 LED scr, which maps a large part of Delhi and northern India. With strategically acquired long term, low risk and quick payback inventory that this new age media een network and already operational Haryana Road Transport buses plying within Delhi and the Chandigarh Transport Undertaking house is gathering in the out of home space, it sure plans to be a game changer in the out of home space.

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited (“RBNL”) is part of the Reliance ADA Group. One of India’s youngest media houses, it has grown at a steady pace and is reckoned today amongst India’s leading media businesses. RBNL currently has play in the spaces of Radio, Experiential Marketing, Out of Home and Digital and specializes in creating & executing integrated solutions for clients, across the country. Its latest business venture marks the Reliance ADA Groups entry into television, through its 50:50 JV with America’s leading media house, CBS Corporation.

***92.7 BIG FM** - the radio brand pioneered the spread of FM entertainment with the launch of its 45 station network, reaching out to over 200 million Indians; **BIG Live** – the experiential marketing wing of the Company covers activations, events, intellectual properties and rural marketing; **BIG Street** – in the business of out of home media; and **BIG Digital** – an initiative in the digital space offering mobile and online solutions. **BIG CBS** – the television foray of the Group, will see the launch of 3 English GEC’s catering to the Indian sub continent. With Reliance Broadcast Network Limited’s multi-media presence and an integrated sales offering, combined with the content muscle of CBS Corporation, BIG CBS stands make a significant impact in India’s burgeoning television industry. 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*

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