

**92.7 BIG FM ADJUDGED BEST RADIO BROADCASTER OF THE YEAR AT THE PRESTIGIOUS
'GOLDEN MIKES AWARDS 2012'**

WINS HONOR FOR THE 2ND YEAR IN A ROW

**ALSO STRIKES TWO GOLDS, THREE SILVERS AND THREE BRONZE AWARDS IN OTHER
CATEGORIES**

Mumbai, January 10, 2013: Reliance Broadcast Network's radio arm 92.7 BIG FM, wins the honor of being adjudged '**Best Radio Broadcaster of the Year 2012**' at the esteemed 'Golden Mikes Award', the annual Advertising Awards from the **Exchange4media Group**. With a 45 station network, and reaching over 4 crore Indians each week, India's No. 1 Radio Station 92.7 BIG FM bagged the coveted title for the 2nd time in a row.

92.7 BIG FM won the most significant title of **Best Radio Broadcaster of the Year 2012** amidst stiff competition. Additionally, it also brought home two golds, three silvers and three bronze medals across criteria of creativity, innovation and promotion.

Criteria	Category	Campaign Name	Award won
Creativity	Best Campaign	Visa	Bronze
<i>This campaign was aimed at spreading awareness on being cautious with the use of the bank debit cards. The execution saw a fictitious Mr. Shanti Kumar created, to portray various occasions of everyday carelessness when using their debit cards</i>			
Innovation	Best First Time Innovation	Rozy Massage Parlor	Gold
<i>This was a campaign to alert citizens about the prostitution racket under the pretext of running massage parlours. The campaign was executed in association with Mukti Smita Thackeray Foundation</i>			
Innovation	Most Unique Programming / Concept Ideas	Yaadon ka Idiot Box with Neelesh Misra	Silver
<i>This show is a novel and never tried before concept of storytelling and lives the phrase 'radio is the theatre of the mind'. The show is hosted by famous lyricist and story writer, Neelesh Misra who takes audiences through a mesmerising journey with his stories</i>			
Promotion	Best on ground promotion for a single station by a client	BIG Green Ganesha	Silver
<i>The BIG Green Ganesha is now in its 5th year of execution and has grown each year in size and scale. The campaign involves a newspaper collection drive, one per household, to create an eco friendly paper mache Ganesha, across cities in India</i>			
Promotion	Best On-Air Promotion by a Network of Radio Stations for Self Sponsored by a Client	Rozy Massage Parlor	Gold
Promotion	Best On-Air Promotion by a Single Radio Station for Self Sponsored by a Client	BIG Green Ganesha	Silver
Promotion	Best On Air Promotion by a Single Radio Station for self sponsored by a client	Children's Day-Twinkle	Bronze
<i>This public service initiative was undertaken by 92.7 BIG FM to draw people's attention towards those underprivileged children who are willing to learn but are still waiting on our willingness to Teach. This commercial was aired on Children's Day in association with 'Bachpan Bachao Andolan'</i>			
Promotion	Best Public Service Initiative by a radio station	Rozy Massage Parlour	Silver

Commenting on this development **Mr. Tarun Katial, CEO, Reliance Broadcast Network** said, “The categories that have brought us laurels, further strengthens our endeavor to positively impact lives of our listeners through the varied innovations and concepts we offer them. Recognition encourages the team to continue to engage with listeners through clutter-breaking and value-adding concepts as we live the brand line *Suno Sunao, Life Banao!* We are thankful to our stakeholders for their unflinching support which has helped us grow the brand.”

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a media entertainment conglomerate with play across radio, television, intellectual properties and television production. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. The company 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 Networks – A joint venture with CBS Studios International, offering 3 English Entertainment Channels - Prime, Love, Spark, as well as a regional General Entertainment Channel for the PCHP region called Spark Punjabi; BIG RTL THRILL – the first channel from the Company’s joint venture with Europe’s RTL Group, targeted at male audiences and is positioned as the ultimate action destination; BIG MAGIC – a regional General Entertainment Channel for the Hindi heartland, which has also expanded into the US, Canada and Australia under the brand name BIG MAGIC INTERNATIONAL; BIG PRODUCTIONS – the television content production division that caters to the creative needs of the diverse Indian television landscape. Reliance Broadcast Network also distributes Bloomberg TV India, the country’s premier business news channel as part of its television bouquet. For more information log on to www.reliancebroadcast.com