

RELIANCE BROADCAST NETWORK'S BIG MAGIC INKS DISTRIBUTION DEAL WITH AIRTEL DIGITAL TV

Mumbai, May 29, 2013: BIG MAGIC, the regional general entertainment channel for the core Hindi heartland of - UP, MP, Bihar and Jharkhand - from the Reliance Broadcast Network stable today signed a distribution deal with Airtel Digital TV, the DTH service arm of leading telecom operator Bharti Airtel.

BIG MAGIC will now be available on Airtel Digital TV on channel no. 631 from today making it the only DTH player apart from Reliance Digital TV to air the channel. Airtel Digital TV customers across the country, especially in the core markets of the channel - UP, MP, Bihar & Jharkhand can now enjoy locally relevant entertainment, including drama, crime, socio-mytho, game shows and talent shows on BIG MAGIC. Customers can subscribe the channel by just sending an SMS <ADD 631> to 54325 from their registered telephone number.

Reliance Broadcast Network

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 English Entertainment Channels - Love, Spark and Prime (which is available in dual feeds of English and Hindi), as well as a regional General Entertainment Channel for the Punjab, Chandigarh, Himachal Pradesh (PCHP) region called Spark Punjabi; BIG RTL THRILL – a channel from the Company's joint venture with Europe's RTL Group, targeted at male audiences and positioned as the ultimate action destination; BIG MAGIC – a regional General Entertainment Channel for the Hindi heartland featuring regional family dramas, crime shows, sitcoms, reality shows and weekend blockbuster movies. The Company has also launched BIG MAGIC Bihar and Jharkhand, with specially created programming for the region. BIG MAGIC has also expanded into the United States, Canada and Australia under the brand name BIG MAGIC International; and BIG PRODUCTIONS - the television content production division 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 www.reliancebroadcast.com

About Airtel digital TV

Airtel digital TV is a leading national DTH service provider offering MPEG 4 & DVBS 2 – currently the most advanced digital broadcasting technologies available in the world. With 375 channels & services including 17 HD channels and 6 interactive services, Airtel digital TV introduced many firsts to the segment including a universal remote, several unique interactive applications, multi lingual EPG, and integrated anytime, anywhere recording through mobile and web. Backed by a 24x7 customer care, Airtel digital TV had 8.1 million customers as on March 2013.

About Bharti Airtel

Bharti Airtel Limited is a leading global telecommunications company with operations in 20 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 4 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed DSL broadband, IPTV, DTH, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G wireless services and mobile commerce. Bharti Airtel had over 272 million customers across its operations at the end of April 2013. To know more please visit, www.airtel.com
