

# BIG™

**Reliance Broadcast Network Limited**  
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10<sup>th</sup> March, 2011

✓ **The Secretary**  
**Bombay Stock Exchange Limited**  
Phiroze Jeejeeboy Towers  
Dalal Street,  
Mumbai- 400 001  
**FaxNos.**  
**22723121/2037/2039/2041/2061/3719**

**The Secretary**  
**The National Stock Exchange**  
**of India Limited**  
Exchange Plaza, 5<sup>th</sup> Floor,  
Plot No. C/1, G Block  
Bandra Kurla Complex, Bandra (E)  
Mumbai - 400 051  
**Fax Nos. 26598237/38**  
**NSE Scrip id: RBN**

**BSE Scrip Code: 533143**

Dear Sirs,

**Sub: Proposed Joint Venture with RTL Group S.A.**

This is to inform you that Reliance Broadcast Network Ltd ("RBNL") (previously known as Reliance Media World Ltd) is proposing to enter into a Joint Venture (JV) with RTL Group S.A. ("RTL"), for the purpose of owning and/or operating a portfolio of television channels. With 40 television channels and 33 radio stations across ten countries, RTL Group is Europe's leading entertainment network and amongst the top television global broadcasters. The Luxembourg-based company operates TV channels and radio stations across Germany, France, Belgium, the Netherlands, Luxembourg, Spain, Greece, Russia, Hungary and Croatia.

In the event that negotiations with respect to the JV are successfully completed and final, written agreements are executed, as currently proposed the Business of the JV will initially include content and services provision in relations to and owning and/or operating a bouquet of several English, Hindi and other local language thematic channels in India and the parties will explore owning and/or operating Hindi Language and Regional Language channels in the future.

The initial scope of the investment would include a Realitychannel with international content, mainly from RTL Group's production arm FremantleMedia, and a channel primarily targeting male viewers with action-oriented content. Both channels would mainly target the urban population in India and be distributed via satellite, cable, DTH and IPTV

The Joint Venture Company (the "JVCo") would be a limited liability company incorporated in India. As currently proposed RTL and RBNL, or subsidiaries of such companies, would act as shareholders and shall have an equal 50% equity interest in the JVCo.



92.7 **BIG FM**

**BIG Live**

**BIG Street**

**BIG Digital**

**RELIANCE**  
Broadcast Network  
Anil Dhirubhai Ambani Group

The Scope of the activity of this JVCo will be independent, non-conflict and non-compete with the existing JV which RBNL has with CBS Corp, US

RBNL and RTL have today signed a preliminary, non-binding Term Sheet, which is subject to, among other things, customary diligence, the negotiation and execution of definitive documentation, etc., which are presently underway and which the parties intend to endeavor in good faith to complete within a period of four months.

We request you to inform your members accordingly.

Thanking You,

Yours faithfully,

**For Reliance Broadcast Network Limited**



**Gururaja Rao**

**Vice President Legal & Company Secretary**