



RELIANCE

Broadcast Network

Reliance Broadcast Network Appoints Abhay Ojha as National Sales Head, BIG Magic

Mumbai, July 18, 2011: Reliance Broadcast Network Limited announces the appointment of Abhay Ojha as **National Sales Head, BIG Magic**. As part of his new portfolio, Abhay will be responsible for sales and revenue generation for the Company's regional television channel BIG Magic. As National Sales Head, he will report to Praveen Malhotra, Executive Vice President, Sales and Revenue, RBNL.

A thorough ad-sales professional, Abhay has joined RBNL from Network 18 where he was Assistant Vice President-Sales heading the North India Sales team for IBN7, the Group's Hindi News Channel with an additional responsibility of looking after other group channels of Network 18 – CNBC TV18, CNBC Awaaz, CNN IBN & IBN Lokmat for markets in North India, excluding Delhi. A dynamic leader, he was responsible for leading and driving his team to achieve sales targets as well as revenue maximization, growing yield, inventory management and opportunity identification in the market.

Abhay's past experience also includes his working with the TV Today Network from 1999 to June 2007, where he handled a wide portfolio of clients and advertising agencies across the four group channels - Aaj Tak, Headlines Today, Tez and Dilli Aaj Tak. As a member of the core team, he formulated various sales strategies to fight competition, developed new markets in UP and Uttaranchal and had the additional responsibility of handling the South India Team. He was the highest revenue grosser for Aaj Tak consecutively for 5 years (2001-06) and was also selected by the management at TV Today Network Ltd. as the Best Sales Executive to represent the department for research on sales behavior, conducted by Ernst & Young.

Abhay is an Economics graduate from Delhi University and has a post graduate diploma in Advertising & Communications Management from National Institute of Advertising, New Delhi.

Speaking about the appointment of Abhay Ojha as National Sales Head, BIG Magic, **Praveen Malhotra, Executive Vice President, RBNL** said, "Abhay with his plethora of experience and deep understanding of the nuances of the television business will surely add tremendous value to BIG Magic. I am confident that Abhay will be a great asset to the organization and will help us reach the next level through his keen understanding of media sales combined with his dynamism and leadership as a sales professional."

Commenting on his appointment as National Sales Head, BIG Magic, **Abhay Ojha** said, "I am really excited about this new national role at RBNL, an organization poised to take giant leaps towards success. I hope to be able to tackle the complex challenges of the rapidly changing media sales environment and contribute to the growth and success of RBNL."

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a multi-media entertainment conglomerate with play across radio, television, intellectual properties and out of home. 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 crores 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

The logo for Reliance, featuring the word "RELIANCE" in white, uppercase letters on a blue rectangular background. A small red triangle is positioned above the letter "I".

Broadcast Network

around humor, music and Bollywood. BIG LIVE – This division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms. BIG STREET – In the business of acquiring and marketing of long term premium out of home inventory. BIG PRODUCTIONS - This division functions as a television content production house catering to the diverse creative needs of the Indian television landscape. For more information, log on to: www.reliancebroadcast.com

For further details, please contact:

Cheryl D'souza – Waldiya

Associate Vice President, Corporate Communications

Reliance Broadcast Network Ltd.

Cell Phone: +91 9322198940

Email: cheryl.waldiya@reliancebroadcast.com