

## RELIANCE BROADCAST NETWORK'S 92.7 BIG FM ANNOUNCES KEY PROMOTIONS

**Mumbai, April 29, 2013...** Reliance Broadcast Network Ltd. (RBNL) today announced the consolidation and strengthening of functions within its radio business, 92.7 BIG FM, through strategic elevations across key positions. With a visionary and extremely proficient senior sales management team, 92.7 BIG FM readies to make most of the opportunities that the radio industry stands to pose.

The new appointments are in the area of Sales Development and include:



**Ashwin Padmanabhan** takes over as **Business Head 92.7 BIG FM**, from being the Business Head for West and South. A Masters in Business Administration from the Bharathidasan Institute of Management, Tiruchirappalli, Ashwin has been with the company since inception and is known for his combination of dynamic technical skills and proficient sales knowledge. He has strong general management skills and has a track record of transforming businesses and organizations, and has applied it to 92.7 BIG FM, where he began his career as the Station Head for the Hyderabad Station, growing very quickly to his current profile.

**Nitin Jain** takes over as **National Sales Head, 92.7 BIG FM**. With over 15 years of work experience across sectors like automobiles, telecom and insurance, and having worked with leading brands like Maruti, Airtel, Max Life Insurance, his last assignment being with A EGON Religare, Nitin brings to the fold key skills in sales, channel management, strategic planning and execution, and people management. A holder of the Masters Degree in Business Administration from XLRI, Jamshedpur, Nitin will now oversee the national sales function as he leads the team from the front.



**Shalini Dureja** moves to **Vice President, Head Impact Sales West & South**, her new role requiring her to service key clients, selling key innovations and intellectual properties, while maximising revenues. A media veteran, Shalini has worked with brands like Radio City and Times of India before joining 92.7 BIG FM over 6 years ago, where she was the AP Cluster Head and Sales Head for Kerala. Shalini's strengths like in understanding media intricacies, relationship management, customised solutions and networking.

**Kiran Thangarajan** gets promoted to **Cluster Head, Tamil Nadu & Kerala**. Kiran has been with 92.7 BIG FM for almost 2 years, prior to which he has worked with brands like Bharti Airtel and HDFC Bank as Acquisition Head for Liabilities – Tamil Nadu. With a Masters Degree in Business Administration from Loyola Institute of Business Administration, Kiran is known for his high interpersonal and people management skills and has an earned reputation of being result oriented as he relentlessly drives himself and the teams towards their goals.



**Charanjeet Arora** moves to the position of **Regional Business Head - North 2**, which includes the regions of Uttar Pradesh, Madhya Pradesh, Bihar, Jharkhand, and Rajasthan. An MBA in Marketing from the Jaipuria Institute of Management, Charan, as he is known in the circuit, is known for his in-depth knowledge of media planning, account planning and people skills, and follows the mantra of 'empowering teams'. In his 19 years of work, Charan has been with Modi, Star TV, Lintas, Times of India and DHL in important positions, delivering to each business the best possible returns.

**Sanjeev Sharma** joined 92.7 BIG FM in 2010 as the Regional Head (Govt. Business) based in Chandigarh growing quickly through the hierarchy to his current role as **National Head** –

**Government Business**, where he will be responsible for revenue generation for both the radio and television businesses. Holder of a Masters Degree in Business Administration from Kurukshetra University, Sanjeev has worked with companies like Abbott, Pfizer, Zydus Cadila, and Nicholas Piramal India Limited. Prior to joining BIG FM, he was serving ICICI Securities in the position of Regional Head for Punjab and Rajasthan. His motto is to 'work with passion and with a positive frame of mind', which he transpires into the team each day at work.



**Commenting on the promotions, Tarun Katial, CEO, Reliance Broadcast Network** said "We have always been immensely proud of the quality of our workforce. It is they who help create ever-growing value for our customers while driving profitable growth for the company. As the radio business continues to dominate key markets across India, we feel the need to streamline business divisions to derive maximum value within us. We are confident that these moves will help us transform into a more holistic radio business and see us achieving better growth in the near future."

### **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 four 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; and 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 market. BIG MAGIC has also expanded into the United States, 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 [www.reliancebroadcast.com](http://www.reliancebroadcast.com)*