

Reliance Broadcast Network's BIG STREET opens new gateway for advertisers with the Delhi Airport Metro Express

~ BIG STREET bags super brand Pepsi for first ever full train wrap ~

April 11, 2011...Reliance Broadcast Network Limited, a multi media conglomerate with play across radio, television, out of home and Live entertainment, adds yet another key marquee property to its existing OOH portfolio. BIG STREET, the OOH business of Reliance Broadcast Network Limited, announces the commercial launch of its premium OOH inventory on the newly commissioned Delhi Airport Metro Express (DAME) Line.

DAME is a landmark achievement in Indian infrastructure, being the first of its kind Airport Metro Express in the country. Designed on the lines of world class airport metros such as Heathrow, Hong Kong and Kuala Lumpur Airport Express systems, DAME launched its commercial operations on February 23rd enabling air travelers to zip to and fro from T 3 terminal at the Indira Gandhi International Airport to New Delhi Station, a distance of 23 kilometers, in just 18 minutes!

Consisting of 6 Stations - New Delhi, Shivaji Stadium, Dhaula Kuan, NH-8, IGI Airport and Dwarka, it is estimated that an average of 30,000 air travelers will use DAME every day and another 20,000 travelers will use it for traveling to work at the Airport and beyond. Given the comfort and convenience that DAME offers, more and more air travelers are expected to opt to utilize this service.

BIG STREET offers high quality out of home inventory on DAME, that gives brands an excellent opportunity to reach out to much sort after air travelers and upper SEC consumers traveling in and out of Delhi.

Commenting on BIG STREET's innovative OOH offerings at the DAME Line, Tarun Katial, CEO, RBNL said, "Our premium and innovative inventory on DAME will facilitate brands to reach out to the prized high-end consumers who can experience brands through these visually appealing, hard hitting and tough to ignore inventory. BIG STREET also offers brands an ability to innovate with media as well as spaces to create unique as well as extremely contextual communication thus creating an opportunity for high impact communication. A marquee property like DAME truly opens up significant communication options for brands."

The Company flagged off its most innovative and clutter breaking OOH offerings as it launches a Pepsi branded train on the Delhi Airport Metro Express. Flagged alongside the much awaited Indo-Pak ICC World Cup match, this offering promises to be a winner!

In their campaign aptly named 'Change the Game' Pepsi has especially designed the creatives for the ICC World Cup. The impact of this branding is hard hitting and extensive as it covers all the 6 coaches covering an area of approximately 4,900 sq feet. The branding covers both sides of this train as well as the doors, showcasing powerful images of eight famous cricketers – MS Dhoni, Virat Kohi, Robin Peterson. Tillakaratne *Dilshan*, Virender Sehwag, Suresh Raina and Harbhajan Singh.

This campaign which will run for over a month is a compelling and impactful way to make an impression on the TG. The impact of the full train wrap cannot be matched because it reaches out to a wide audience due to its powerful imagery and high frequency of visibility with the train running several times a day on the same route.

BIG STREET's premium inventory reaches out to a captive traveler audience that has high opportunity to see and experience brands. Other clutter breaking advertising options on Metro Stations like Backlit Panels, Wall Branding, Platform Screen Doors, Luggage Trolleys, Product Displays will reach not only the highly-desired, hard-to-contact group of SEC A urban jet-setters but also connect with the upwardly mobile extensively travelled international travelers who appreciate and enjoy a premium experience.

In a relatively media dark market like Delhi, with few out of home options, DAME opens up a great opportunity for marketers to leverage and communicate effectively with impact.

Commenting on BIG STREET's Pepsi branded train on DAME, Tarun Katial, CEO, RBNL said, "We are proud to launch this branded train in Delhi and we believe that the full train wrap provides a huge opportunity for brands to make a powerful statement to the TG. The impact is colossal and totally unparalleled. Today a full train wrap is one of the most novel and innovative ways of brand building."

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a multi-media conglomerate with play across radio, television, out of home and live entertainment. 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 crore 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 around humor, music and Bollywood. BIG STREET – in the business of acquiring marketing rights for premium inventory and also acquiring long term premium inventory, across India. BIG LIVE – in the live entertainment business, the division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms.

All these business verticals come together to offer a truly integrated solution to clients having built significant multi-media capabilities.

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