

# **RBNL's 92.7 BIG FM inks strategic sales and marketing alliance with Bhutan's HIGH FM**

*~ Charting new territories in Siliguri and Bhutan ~*

**Mumbai, February 18, 2011: 92.7 BIG FM**, the radio arm of **Reliance Broadcast Network Ltd.**, which already boasts of a 45 city network, now extends its reach to newer territories of Siliguri and Bhutan through a strategic marketing and sales alliance with the leading **92.7 High FM** of Bhutan. The alliance will see the packaging of non competing stations of BIG FM across Siliguri, West Bengal and Bhutan to offer marketers unmatched reach in the region. With an already existent strong presence across the East, this alliance ensures Reliance Broadcast Network's Radio arm BIG FM has reach that no other network can offer. This alliance marks the first ever entry of an Indian radio station into Bhutan.

With activations and the IP business as key focus areas for the RBNL's offerings, this radio alliance will only allow for optimal amplification and will ensure of the returns that RBNL can captivate on the media assets in the out-of-home, radio and digital space. This will also build brands and create greater value for advertisers, while providing a excellent entertainment platform for audiences.

92.7 High FM will cover the cities of Darjeeling, Jalpaiguri, Coochbehar and Uttar Dinajpur making inroads into the interiors of West Bengal facilitating BIG FM's penetrate further into the tier II and tier III cities, with customized branding options for advertisers. With this move, BIG FM will have an ace to offer to advertisers, with the ability to reach their brands to a virgin set of audiences.

Launched in 2007, 92.7 High FM has successfully and significantly increased its reach in Siliguri. This alliance promises to infuse new energy into the brand and fortifies BIG FM's presence in West Bengal with Siliguri being an important market for advertisers along with entry into Bhutan.

An extensive promotion of the alliance between 92.7 BIG FM and HIGH FM is being planned through a holistic marketing campaign comprising on-air promotions, on ground activities and an exciting and innovative OOH spread.



Speaking on the alliance **Pankaj Chandra, Vice President, Sales** said, “This relationship infuses further strength into our offerings, as we solidify our presence in the East, giving us the highest reach and ensuring superlative market penetration. This deal promises to be mutually beneficial and we are confident of offering un-matched value to advertisers with 92.7 BIG FM being able to package its non competing stations to garner better market share. It is the endeavor of BIG Connect, RBNL’s multi-media sales division to offer value creating solutions to advertisers needs, and this alliance will help us further assist marketers to optimally reach out to their audiences, while creating revenue for Reliance Broadcast Network Ltd.”

**92.7 HIGH FM, COO, Gautam Banerjee** said, “We are very excited about this new venture and are looking forward to an extremely productive union. 92.7 BIG FM brings to the table both marketing and content expertise, opening doors for national advertisers looking for pan India exposure and presence. We are optimistic about this association taking us to greater heights of profitability.”

**About Reliance Broadcast Network Ltd.**

*Reliance Broadcast Network Limited (“RBNL”) is part of the Reliance ADA Group. One of India’s youngest media houses, it has grown at a steady pace and is reckoned today amongst India’s leading media businesses. RBNL currently has play in the spaces of Radio, Experiential Marketing, Out of Home and Digital and specializes in creating & executing integrated solutions for clients, across the country. Its latest business venture marks the Reliance ADA Groups entry into television, through its 50:50 JV with America’s leading media house, CBS Corporation.*

***92.7 BIG FM** - the radio brand pioneered the spread of FM entertainment with the launch of its 45 station network, reaching out to over 200 million Indians; **BIG Live** – the experiential marketing wing of the Company covers activations, events, intellectual properties and rural marketing; **BIG Street** – in the business of out of home media; and **BIG Digital** – an initiative in the digital space offering mobile and online solutions. **BIG CBS** – the television foray of the Group, will see the launch of 3 English GEC’s catering to the Indian sub continent. With Reliance Broadcast Network Limited’s multi-media presence and an integrated sales offering, combined with the content muscle of CBS Corporation, BIG CBS stands make a significant impact in India’s burgeoning television industry. All these business verticals come together to offer a truly integrated solution to clients having built significant multi-media capabilities. For more information, log on to: [www.reliancebroadcast.com](http://www.reliancebroadcast.com)*

For further queries, please contact:

Cheryl D’souza-Waldiya @ 09322198940