

Reliance Media World Limited's radio operations turn EBITDA positive on a full year basis ~ Reports total income of Rs. 180 crores ~

Mumbai, May 28, 2010... Reliance Media World Ltd. ("RMWL") is part of the Reliance ADA Group and one of the youngest media houses which has revolutionized and transformed itself, from a radio company, **92.7 BIG FM**, to an integrated solution provider with its experiential marketing arm **BIG Live**, its OOH Business **BIG Street** and its offering in the online and mobile solutions space, **BIG Digital**.

RMWL's operations continued to remain EBITDA positive in Q4. RMWL reported a total income of **Rs. 180 crores** for FY10, with radio EBITDA at **Rs. 1.88 crores**, crediting its performance to higher inventory utilization and continued focus on cost reduction. The Company reported a loss of **Rs. 76.13 crore** at the net level, attributed mainly to debt servicing cost, depreciation and amortization.

Key Performance Indicators for Q4 of FY0910 over FY0809:

- A 21% market share makes BIG FM one of the largest media / radio players in the country
- **Retail revenues** have seen a healthy growth of **28%**
- Annual growth of **brand count** stands at **6%**
- Quarter on quarter growth of **40%** in new business development revenues
- Inventory utilization in **tier II and III cities** experienced over **70% growth**
- Government advertising contributed to the top line growth of radio revenues
- Growth in **BIG Street's** business by **196.6%**
- Key Stations like **Bangalore, Kolkata and Chandigarh** rated **No. 1** in audience ranking
- Audience ranking showed growth by **7.56%** in listenership

Key Business Highlights for Q4FY10:

BIG FM:

- 92.7 BIG FM launched **BIG Impact** – Classified Ads on Radio, which introduce first-time radio advertisers to a 'virtual' radio classified section, allowing them to communicate concise advertising messages to their target audience, through a cost-effective format
- Continued emphasis on new business development led to increased revenues from new clients on BIG FM, in categories like **new mobile handsets, education, beverages, durables, auto and pharma**
- Government advertising saw a contribution to radio revenues adding to top line growth
- 92.7 BIG FM bagged the maximum awards at the recently concluded **Indian Excellence in Radio Awards**, sweeping **9 awards** in the radio category for its stations of Delhi, Bangalore, Hyderabad and Chennai, and were radio partners to the only media agency that have won at the forum - Group M's Maxus, for the Nokia 5800 Midas Touch activity
- The **BIG 30 Countdown**, evening drive time show, launched nationally across 36 HSM Stations of the 92.7 BIG FM network
- The Mumbai Station launched its breakfast show campaign 'Morning ki Laughter Local' with comedy king **Raju Srivastav** and **Vrajesh Hirjee**
- The Delhi Station launched its evening drive campaign called for **BIG 30 Countdown**
- BIG FM, pioneers also in the devotional band on radio, brought on board spiritual guru **Vikram Hazra** as the new soul jock for its program '**Seher**' across 36 Hindi speaking markets

- 92.7 BIG FM launched the first ever show '**Raat Baaqi**' with ghazals, nazams and shayari's with well known singer **Harish Moyal** across its 36 Hindi speaking markets
- 92.7 BIG FM is a clear leader in **Bangalore and Kolkata** [Blore: 84 Weeks Average 12+ Share, In Kolkata: 84 weeks Average Share 12 + SEC ABC]. The brand stands at No. 2 on listenership across the 5 metros of – Mumbai, Delhi, Bangalore, Kolkata and Hyderabad [4 Metro RAM 4 week Average Cumes 12 + , Hyd IRS R2 2009 - last week listenership].

BIG Street:

- In the space of out of home media aggregation, BIG Street made considerable strides in Q4, growing by **196%**
- Entered a marketing alliance with **International Techno Media (ITM) for 50 networked high definition LED displays** in Delhi, the largest in Asia. Unique inventory, saw the first phase of the LED's becoming operational
- BIG Street bagged the tender for the very strategic civil structures on **Line II of Delhi Metro** as part of its long term, low risk inventory acquisition
- **Chandigarh Transport Undertaking** tender was awarded to BIG Street for a period of 2 years which includes **267 intra-city buses** (including 40AC buses) which operate in Tri-city of Chandigarh, Panchkula and Mohali
- BIG Street attained exclusive rights for **Gantries and Cantilevers**, at strategic locations in Hyderabad, a key market, the third largest in size after Delhi and Mumbai

BIG Live:

- The experiential marketing arm, continues to indicate healthy momentum hosting key events like the **BIG Ugadi Music Awards** – the first ever Telegu Music Awards for the city of Hyderabad
- BIG Live was the experiential marketing partners for Group M's Maxus', Nokia 5800 Midas Touch activity which was the only media agency to have won at the recently concluded **Indian Excellence in Radio Awards**
- Winning international acclaim, PediaSure Complete campaign by BIG Live won a bronze at **Internationalist Media Awards, New York**
- Key client activations executed by BIG Live included Thumbs Up – 10 city activation, Sprite – Gully Cricket Championship, Coca Cola FIFA World Cup Mania, Nokia Main Bhi Coach and others. Events include HIFI 2010, Chak Dhoom Dhoom, Reliance BIG Pictures Party, Suraj Kumd Mela for Rajasthan Tourism and more

BIG Digital:

- BIG Digital entered into a partnership with India's largest telecom VAS provider, **OnMobile Global Ltd.**, to launch the radio experience on the mobile platform. **BIG Mobile Radio** will soon be launched, offering mobile users the option to listen to 17 multi-lingual specially programmed channels anywhere in India
- BIG Digital also launched '**BIG Non Stop Masti**' offering exclusive high demand entertaining programming capsules through short-code 5055454

Commenting on the performance, **Mr. Tarun Katial, Chief Executive Officer, RMWL** said, "The radio business has turned EBITDA positive for full year operations, which is very encouraging. In addition, the out of home and experiential marketing divisions too are showing a steady and healthy growth in revenue which is commendable. The volume growth experienced in the Tier II and III cities coupled with growth in retail revenues, paints a very optimistic picture, with phase III poised to open shortly, which will result in boosting revenues for radio industry. With media boundaries evaporating and with the consumer consuming media across multiple platforms, we are confident that our integrated approach will significantly increase the share of value for stakeholders."

About Reliance Media World Ltd.

Reliance Media World Limited is part of the Reliance ADA Group. One of India's youngest media houses, it has grown at a steady pace becoming one of India's leading media businesses. RMWL 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. 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. The company offers a truly integrated solution to clients having build significant multi media capabilities. BIG Street – in the business of out of home media, BIG Live – the experiential marketing wing of the Company covering activations, events, intellectual properties and rural marketing and BIG Digital – an initiative in the digital space offering mobile and online solutions.

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