



MEDIA RELEASE

RELIANCE BROADCAST NETWORK'S 'BIG MAGIC INTERNATIONAL' LAUNCHES IN CANADA, MARKING ITS INTERNATIONAL FORAY

EXCLUSIVELY PARTNERS WITH LEADERS IN DISTRIBUTION- THE ETHNIC CHANNELS GROUP

IDEAL MIX OF ENTERTAINMENT AND INFOTAINMENT FOR THE LARGE SOUTH ASIAN DIASPORA IN CANADA

FIRST TO OFFER AN ABSOLUTE PACKAGE OF MAGIC - WITH A MIX OF VARIETY ENTERTAINMENT AND BUSINESS NEWS FROM INDIA

Mumbai, India, June 21, 2012: Reliance Broadcast Network Ltd., one of India's youngest multi-media companies with an extremely robust and well crafted set of 7 television channels expands reach into the international markets with the launch of **BIG MAGIC INTERNATIONAL** in **Canada** today. Building on the brand lineage of its recently launched, and extremely well accepted channel in India - **BIG MAGIC**, the new Channel has been tailored basis an understanding and close mapping of the entertainment preferences of the sizeable South Asian Diaspora in Canada. The Channel is positioned to offer audiences magic from India, ranging from entertainment shows to daily business news from Bloomberg UTV - India. **BIG MAGIC INTERNATIONAL** is designed to be a truly - all inclusive and absolute package which doesn't currently exist in this market. The Channel has partnered with **Ethnic Channels Group (EGCL)** a Canada-based television broadcasting, distribution and communications company, specializing in multicultural television channels for the North American market.

BIG MAGIC INTERNATIONAL's programming will include a mix of **daily sitcoms**, shows on varied genres ranging from **socio-mytho** and **dramas** to **crime**. Some of the key shows drawn from the **BIG MAGIC India**, include *Hum Hai Bajrangee*, *Police Files*, *Nadaaniyaan* and *Hasya Panchayat* and reality shows like *BIG Bal Kalakaar* and *BIG Memsaab*. It is a well known fact that **religion** holds a very special place for Indians abroad, and to cater to this need the Channel will provide viewers direct access into the sanctum of religious shrines across religions. The Channel will also draw from Reliance Broadcast Network's **intellectual property vertical's televised award shows** providing high entertainment doses from across India, ranging the India's Sexiest Bachelor, India's Glam Diva, I Love Style, BIG Hindustan Rising Star Awards, BIG Hindustani Music Awards, BIG Bangla Music Awards and more. Ensuring a complete package, the Channel will also feature stand-up comedies, cultural quiz shows and more that will appeal across age groups.

A core USP of the Channel will be **3 fresh, 30 minute updates each day** with the latest news from the Indian capital markets, coming straight from a credible source like Bloomberg UTV - India. The Channel will also feature a special weekend feature show created around the Indian business world and investments in India.

The South Asian population in Canada is 1.2 million and makes for 5% of the population of the country, at a growth rate of 37.7 % over 2001 census (Source: Parivar Intl). It is the largest minority group which is so significant that it also plays a significant part in political affairs and has voting rights. With Ethnic Channels Group as its exclusive representative in Canada the Channel will be available across all major platforms like **Rogers Cable, Bell DTH and Bell Fibe**. With a robust reach in place, the Channel will reach a relevant audience base of 0.2 million across these platforms. The revenue model is based on subscription and ad-sales.

Tarun Katial, CEO, Reliance Broadcast Network Ltd. said, "We are happy to reach out to the Canadian market with **BIG MAGIC INTERNATIONAL** which has been designed to fulfil the need gaps in the infotainment genre for South Asian audiences there. The Channel will bring an increasing variety of fresh and relevant programming to the viewers which will include not just entertainment but also daily business updates from India. With this move, we are optimizing the use of our robust and extensive content library to reach out to both viewers and marketers in the market. The launch of **BIG MAGIC INTERNATIONAL** opens new and exciting opportunities for the execution of our expansion and growth strategy."

"With our continued expansion into new genres, these channels are a welcome addition to the ECG family" said **Slava Levin, Co-founder and CEO of Ethnic Channels Group**.

The logo for Reliance Broadcast Network, featuring the word "RELIANCE" in white capital letters on a blue rectangular background.

Broadcast Network

Commented **Hari Srinivas, President of Ethnic Channels Group** “We are happy to partner with Reliance Broadcast Network to launch BIG MAGIC INTERNATIONAL which is a first of its kind variety entertainment channel, which will cut across clutter and appeal to the larger south Asian Diaspora in Canada.”

BIG MAGIC International will be available to Rogers Digital Cable customers on Channel 840 and to Bell Subscribers on channel no 726

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. It houses the following verticals: **92.7 BIG FM** – India’s largest FM Network with 45 stations, reaching over 4 crore Indians each week; **BIG CBS** – A joint venture with CBS Studios International with 4 Channels - Prime, Love, Spark and the first international Punjabi Channel - Spark Punjabi; **BIG MAGIC** – positioned as India’s only variety entertainment Channel for the Hindi Heartland; **BIG PRODUCTIONS** – the television content production division of the Company caters to the creative needs of the Indian television landscape; **BIG STREET** – acquires and markets long term premium out of home inventory. The Company also distributes **Bloomberg UTV**, India’s premier business news channel as part of its television bouquet. For more information log on to: www.reliancebroadcast.com*

About Ethnic Channels Group Limited:

Ethnic Channels Group is the leading provider of non-English language digital TV channels to Canada’s multicultural population. By selecting the best channels from around the world and delivering them directly to viewer’s homes via a Licensed Canadian satellite and/or cable providers, Ethnic Channels Group provides essential entertainment and information services to non-English speakers throughout Canada.

From its state-of-the art broadcast facility in Toronto Ethnic Channels Group delivers the very best of programming available from the countries of origin spiced with locally produced foreign language shows. This combination creates a service that meets the diverse needs of today’s immigrant population, which is underserved by mainstream media sources. Ethnic Channels Group specializes in providing Canadian émigrés with the highest rated and most respected TV channels from their native homeland, broadcasting news, current affairs, sports, drama series, movies and general entertainment in their native languages. Ethnic Channels Group provides these services at the most affordable price so majority of people can enjoy this link to their homeland and cultural heritage.