



Media Release

**Reliance BIG TV launches iStock
India's first portfolio tracking service on a DTH platform**

- *Unique Portfolio Manager for tracking personal investments*
- *Partners with Reliance Money to create iStock zone on DTH platform*
- *Unique case of tapping synergies of Reliance ADA Group's multi-sector, multi-domain expertise*

Mumbai, July 02, 2009: Reliance BIG TV has today launched a new interactive feature, iStock, India's first portfolio tracking application through their DTH platform.

Reliance Big TV has launched this unique application in association with Reliance Money. Reliance Money has created a unique iStock zone on Reliance BIG TV's DTH platform. This zone will not only provide information about Indian and international indices, currencies, commodity, stock and market news; but also provide Reliance Big TV customers with value added services including a unique personal portfolio management tracker.

Commenting on the launch of this unique interactive application, Mr. Mahesh Prasad, President, Reliance Communications said, "The iStock launch is an excellent illustration of the Reliance ADA Group successful effort to draw synergies of its domain expertise across various sectors. The iStock application is part of our endeavour to offer customers unique and differentiated content and enhance their overall interaction with the Reliance BIG TV brand."

"Since the launch of Reliance BIG TV, we have been at the forefront of driving DTH penetration in India. We escalated the DTH growth story in India with the largest on ground roll-out of a home entertainment service in India. And we followed this up by acquiring one million customers within 90 days of launch," **Mahesh Prasad added.**

According to Sudip Bandyopadhyay, Managing Director, Reliance Money said, "At Reliance Money, it is our constant endeavor to innovate and provide our customers with value added services and increased levels of convenience. As a part of our electronic channel strategy to meet this objective, Reliance Money is already present on the Internet through our trading kiosks and on the mobile. Embracing the DTH platform of Reliance Big TV was the logical next step in providing our customers the added



advantage of being able to access Reliance Money's portal content from the comfort of their living rooms.”

An exclusive and unique feature of Reliance BIG TV's iStock application is the personal *Portfolio Manager*. iStock's *Portfolio Manager* will allow users to add, track upward / downward movement of their stocks automatically and the overall gain / loss of their investments. The *Portfolio Manager* will allow users to add up to 16 stocks in the portfolio and monitor them independently with an option to edit/ delete/ replace the target stocks anytime. Reliance BIG TV will also present all the information in graphic charts to display the trends.

This is part of Reliance BIG TV's increasing focus to build its DTH VAS portfolio. The company plans to drive growth and broaden its customer base by a focused approach on providing unique and benchmarking value added services. Currently over 10% of Reliance BIG TV's subscriber base uses its various interactive features such as iGames, iCooking, iNews, iAstro and iSports. Though currently offered as a “free of cost service”, as part of its long term strategy, Reliance BIG TV may decide to monetize its interactive applications through targeted revenue modules.

Reliance BIG TV sees big appeal for iStock application from cities and smaller towns alike especially amongst the trading community who have invested in markets and would like to keep a close watch on their stocks.

Reliance BIG TV's INTERACTIVE applications offer a world of exclusive interactive features at the touch of a button on the Reliance BIG TV remote. **iSTOCK** is the latest in a bouquet of growing interactive applications under its INTERACTIVE services which include sporting action on **iSPORTS**, games application **iGAMES**, daily astro feature **iASTRO**, recipe-rich **iCOOKING** and **iNEWS** with the latest news updates.

About Reliance Money:

www.reliancemoney.com

Reliance Money, a part of the Reliance Anil Dhirubhai Ambani Group is a comprehensive financial services and solution provider, providing customers with access to Equity, Equity and Commodity Derivatives, Portfolio Management Services, Wealth Management Services, Mutual Funds, IPOs, Life and General Insurance and Gold Coins. Customers can also avail Loans, Credit Card, Money Transfer and Money Changing services.

The largest broking house in India with 3.5 million customers and a wide network of over 10,000 outlets and 20,000 touch points in 5,165 cities/ towns. Reliance Money endeavors to change the way investors transact in financial markets and avails financial services. The average daily volume on the stock exchanges is Rs. 3,000 crores, representing approximately 5% of the total stock exchange volume.

Reliance Capital is one of India's leading and fastest growing private sector financial services companies, and ranks among the top 3 private sector financial services and banking groups, in terms of net worth.



Anil Dhirubhai Ambani Group

About Reliance BIG TV DTH:

A wholly owned subsidiary of Reliance Communications, India's largest integrated telecom service provider, offers India's first fully Digital Home Entertainment Service using MPEG-4 platform, under BIG TV DTH brand. The world's most advanced MPEG4 DTH technology platform enables BIG TV DTH to offer over 200 TV, Cinema and Audio channels, the highest by any other DTH operator in the country. With 32 exclusive movie channels in English, Hindi and Regional languages, BIG TV DTH offers a choice of 600 new movies every year, unmatched by any DTH or cable operator in the country.

The country's largest on-ground infrastructure for a Home Entertainment created by TV DTH would enable the company to serve over 5 million new customers every year and will offer multiple price points and packaging BIG offers to suit needs of all customer segments. The state-of-the-art Customer Service mechanism is fully functional and ready to serve a minimum of 50,000 customers every day in 11 Indian languages. Available at launch at 1 lakh retail outlets across 6500 towns, over 2000 exclusive Reliance branded stores, BIG TV DTH is the largest retail rollout of a Home Entertainment Service in India. BIG TV DTH Toll Free Number: 1-800-200-9001; Website: www.BIGTV.co.in SMS BIGTV to 55454.

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