



RBNL & CBS tie up to launch TV channels in India, 25/08/2010

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Reliance Broadcast Network Limited (RBNL), a part of the Reliance Anil Dhirubhai Ambani Group and one of India's youngest media houses, has joined hands with CBS Studios International, a leading supplier of programming to the international television marketplace.

This equally owned joint venture will be a limited liability company incorporated in India and will be called BIG CBS Networks Pvt. Ltd. The proposed channels will be English language entertainment channels tailored to cater to the Indian market and are slated to start in the 4th quarter 2010.

Nishith Desai Associates acted as legal and tax counsel to Reliance Broadcast Network Limited in this joint venture will help RBNL gain leverage in the entire sub-continent as the channels will be made available across a network of platforms not only to Indian audiences but also in Nepal, Bhutan, Sri Lanka, Bangladesh, Maldives and Pakistan. RBNL has grown at a steady pace in India with stakes in the spaces of radio, experiential marketing, out-of-home, digital etc.