

## Press Clipping

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### RELIANCE TV TIES WITH UTV FOR GAMING SERVICES

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**MUMBAI:** Reliance Big TV, the direct-to-home (DTH) arm of Reliance Communications, has entered a pact with the gaming unit of UTV Software Communications to offer DTH services in India. As per agreement, Indiagames will offer gaming services on Reliance Big TV's DTH platform in India.

"Our strategic tie-up with Indiagames is an extension of our business relationship with the UTV Group. iGames also signifies our focus to further enhance and monetize our value added services (VAS) capabilities towards a profitable growth in the DTH business," said Sanjay Behl, CEO, Reliance Big TV.

VAS currently contributes less than five per cent of overall business revenues. Reliance Big TV expects to double the VAS contribution to overall revenues during the next fiscal. iGames is expected to contribute 10 per cent of the Reliance Big TV's VAS usage with a cumulative business revenue of over Rs 100 crore over the next five years.

Reliance Big TV is planning to introduce a series of VAS offerings which will offer monetising opportunities to drive the financial growth of the company.