

92.7 BIG FM REDEFINES THE ROLE OF RADIO WITH BRAND REVAMP

BIG FM REDEFINES ROLE OF RADIO WITH A NEW PHILOSOPHY – ‘DHUN BADAL KE TOH DEKHO’

Announces a complete revamp with refreshed music, new shows, new talent, new jingle by Sonu Nigam and a brand new perspective!

- The radio network is relaunching with a new logo and brand positioning
- The new tagline 'Dhun Badal Ke Toh Dekho' will reflect on the network's new brand philosophy
- On-boards renowned singer Sonu Nigam as the voice for its new stationality jingle
- Expands the music content offering by on-boarding leading music labels



National, 16th January 2019: BIG FM, one of India’s largest radio networks welcomed the new year with the launch of #IAMNotSorry, a campaign to celebrate individuals who walked off the beaten path of life and broke social stereotypes. The campaign saw huge success with everyone from listeners to celebrities sharing their own life instances of #sochbadlo moments and are not sorry for it. The campaign gained huge participation from celebrities including **Prasoon Joshi, Shankar Mahadevan, Sonu Nigam, Ayushmann Khurrana, Nargis Fakri, Richa Chadha, Ali Fasal, Sunny Leone, Sonu Sood** to name a few. This key messaging will now form a part of the larger brand positioning of the radio network to encouraging listeners to ‘think differently’. BIG FM intends to be a ‘Thought Inspirer and an agent for positive change. This is the essence of the new positioning of Big FM – ‘Dhun Badal Ke toh Dekho’

On the brand repositioning **Mr. Sunil Kumaran, Country Head, THWINK, BIG FM** stated, *“BIG FM is evolving with the changing times. With the new positioning, BIG FM will play a meaningful, relevant and compelling role in lives of consumers. It will not just be about entertainment but a brand that has a purpose. With its extensive reach, localised content and credible RJs the brand will play the role of a ‘thought inspirer’ and an agent of positive change in society. Our new tag line of ‘Dhun Badal Ke Toh Dekho’ reflects the philosophy that ‘Changing the world for the better starts with changing your thoughts’. If we want real Change, it is important that we are not rigid in our approach and thinking but are open to looking at things from multiple perspectives.”*

Sonu Nigam has lent his voice for the inspiring ‘Dhun Badal Ke Toh Dekho’ song that brings alive the new brand positioning. The audio and video format of the song went live from 14th January on-air and across social media and other assets of the radio network.

Link: <https://www.facebook.com/92.7bigfm/videos/805532406464509/?t=128>

Realigning the programming to reflect the new positioning, BIG FM has refreshed the music promise playing the favourite music tested with the audience besides bringing on board some big names from the radio and entertainment space across all key markets. **Vrajesh Hirjee** will host '**Mumbai Maska Maar Ke**' a fresh perspective on life in Mumbai. Some of the iconic shows are evolving with new formats and innovations. **“Suhaana Safar with Annu Kapoor Take 2”** will witness thought provoking ‘dhun badlo’ stories from yesteryears. **“Yaadon ka Idiot Box with Neelesh Misra”** in its new avatar will feature topical themes and new styles of story-telling. Movie reviews takes a twist

with Padma Shri **Bhawana Somaaya** in a brutally honest movie review show called “**Godmother of Reviews**” and fitness expert **Simmi Sakhuja** launches “**Jo Fit Hai, Woh Hit Hai**” a practical and target based fitness regimen. The station will reflect the new positioning in all aspects of its brand and communication.

About BIG FM, Reliance Broadcast Network Limited:

BIG FM, One of India's largest radio network with 59 stations, reaches out to 1200+ towns and 50,000+ villages and over 50 million Indians across the country. BIG FM has amplified the power of radio as a medium to entertain by going beyond the metros to virgin markets and offering unique experience and reach to consumers and advertisers, respectively. Within a short span of time, the network with its distinctive content and innovative promotions have established itself as a leader in the FM space. The network's occasion based programming, CSR Activities and client integrated campaigns strongly reflects its ***Dhun Badalke toh Dekho*** ethos. The original content based shows and engaging brand led campaigns has consistently won accolades at prestigious industry awards like the EMVIES, ABBYs, Asian Customer Engagement Awards, Indian Radio Forum & New York Festival.