



**92.7 BIG FM ANNOUNCES THE LAUNCH OF THE BIGGEST AUDIO ENTERTAINMENT SHOW
'DHUN BADAL KE TOH DEKHO WITH VIDYA BALAN'**

~ The show promises to be the forefront of dealing with hot button topics and give audiences a fresh new perspective to bring about a positive change in the society ~

~ The talented actress will connect with listeners five days a week, discussing socially relevant topics encompassing mental health, adoption, new age parenting among many others ~

National, 23rd February 2019: BIG FM, one of India's largest radio networks recently underwent a major revamp across 59 stations with its tagline transitioning to 'Dhun Badal KeTohDekho.' Taking the thought forward, the radio channel has announced a completely new show based on its new positioning titled- 'Dhun Badal Ke Toh Dekho with Vidya Balan' presented by Muthoot Fincorp and co-powered by VWash by Glenmark. The programme aims to give impetus to positive conversations on relevant social topics and aptly features path-breaking star Vidya Balan as the radio show host for the very first time. Slated to release in the 3rd week of March, the show will air every weekday evening from 7pm to 9pm, with repeats on Saturday and Sunday.

'Dhun Badal Ke Toh Dekho with Vidya Balan' will bring imperative social topics to the forefront, encouraging the people of the nation to open-up and participate in positive conversations about social challenges and issues. To drive compelling discussions around topics that truly matter, the show will begin with a thought-provoking monologue by Vidya, followed by the views of experts, thought-leaders and celebrities that will add to the whole experience. Amplifying innovation and creativeness in programming, each episode will take up a whole new topic ranging from mental health, new age parenting, adoption, body shaming, child abuse and more which will revolve around breaking the glass ceiling. In conclusion, 'Dhun Badal Ke Toh Dekho' will recognize exemplary stories of real-life people who have changed the way the society thinks and behaves, to inspire the listeners. Funny comic-liners, Bollywood connect and Vox Pop with the public will be interspersed to enhance the engagement quotient of the show.

Talking about the upcoming show, **Abraham Thomas, CEO, BIG FM** said, *"In these demanding times, people are expecting more and more from media brands such as ours. There is an expectation to bring purpose in to brands. In keeping with this expectation, we are moving from 'mere entertainment to entertainment with a purpose.' Our purpose is to influence people's thinking. 'Dhun Badal Ke Toh Dekho' is BIG FM's endeavour to inspire people's thoughts for a better tomorrow."*

Sunil Kumaran, Country Head, Thwink BIG, BIG FM said, *"BIG FM believes that as a brand it can 'Inspire Thinking' and through its line of 'Dhun Badalke Toh Dekho' we want to urge people to look at life from various perspectives and not be rigid in their approach. The show with Vidya Balan will bring out this philosophy in a never seen before format going across the country on the BIG FM radio network and on digital. The show picks up wide ranging topics right from serious to light-hearted ones with a promise that it will stimulate conversations. Driven by Vidya, the show will also have experts and other celebrities discussing these topics. The show starts by 3rd week of March on 92.7 BIG FM."*

Commenting on the announcement of the show, superstar and now RJ **Vidya Balan** shared, *"I am quite excited to be starting this new journey in my life. After having played several interesting characters in my film career including being an RJ twice, I am really looking forward to being a radio jockey in real life and directly connecting with people through this medium. The show's meaningful concept 'Dhun Badal Ke Toh Dekho' is bound to create positive conversations around current social developments and changes. I am glad to have this opportunity to encourage a positive mindset by reaching out to millions through 92.7 BIG FM."*



For such a captivating programming format that intends to enable positive social transformation, the influential Vidya Balan who has always changed perceptions with her unconventional roles, makes for a perfect fit for the show. The new show will witness heavy promotions with a robust 360-degree campaign, and innovative promotional practices and strategies across digital platforms.

About BIG FM:

BIG FM, One of India's largest radio network with 59 stations, reaches out to 1200+ towns and 50,000+ villages and over 45 crore Indians across the country. BIG FM has evolved 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. The new tag line of 'Dhun Badal Ke Toh Dekho' reflects the philosophy that 'Changing the world for the better starts with changing your thoughts'. Realigning the programming to reflect the new positioning, BIG FM has refreshed the music promise playing your favourite music tested with the audience besides bringing on board some big names from the Radio and entertainment spaces across all key markets. 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.