

**‘DHUN BADAL KE TOH DEKHO WITH VIDYA BALAN’, THE BIGGEST AUDIO ENTERTAINMENT SHOW  
BY 92.7 BIG FM, EXPANDS ITS FOOTPRINT IN REGIONAL MARKETS**

OR

**92.7 BIG FM’s POPULAR AUDIO ENTERTAINMENT SHOW ‘DHUN BADAL KE TOH DEKHO WITH  
VIDYA BALAN’ GOES REGIONAL; LAUNCHES IN CHENNAI & BENGALURU**

- *The show, currently being aired across XX Hindi speaking markets, goes live in Chennai and Bengaluru in the local language with respective city RJs as the host*
- *Muthoot Fincorp continues to be the presenting partner for the regional version in addition to VWash Plus by Glenmark Pharmaceuticals Ltd. as Co-powered partner in Chennai*
- *Launched as ‘Maathi Yosi’ in Chennai and as a special 1-hour segment ‘Yochane Yaake, Change Ok’ in Bengaluru on award-winning RJ Shruti’s morning show*
- *The show promises to be at the forefront of dealing with hot button topics and give audiences a fresh new perspective to bring about a positive change in society*

**National, XX April 2019:** Following the tremendous positive response received by its biggest audio entertainment show ‘Dhun Badal Ke Toh Dekho with Vidya Balan’, **BIG FM, one of India’s largest radio networks**, has announced its regional version in Chennai and Bangalore markets. The show presented by **Muthoot Fincorp**, based on the new tonality of the brand ‘Dhun Badal Ke Toh Dekho’, will maintain its core theme with respective RJ’s from each city coming on board. The programme aims to give impetus to positive conversations on relevant social topics, through discussions and highlighting extraordinary stories of people in real life.

**Renowned television anchor and actress Divyadarshini** has come on board to host the show in **Chennai** titled ‘**Maathi Yosi**’ from **7pm-9pm**. Listeners in Bangalore are treated to the engaging format through a 1-hour segment, ‘**Yochane Yaake, Change Ok**’ from 10am-11am on the most popular and award-winning **RJ Shruti’s morning show ‘Pataki Mornings’**. It airs every weekday across both the cities, with repeats on Saturday and Sunday.

The radio show will bring imperative social topics to the forefront, encouraging listeners in the city 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 the RJ, 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, the show will recognize exemplary stories of real-life people who have changed the way the society thinks and behaves, to inspire the listeners. To further enhance the engagement quotient, the show witnesses funny/comical one-liners/interstitials, anecdotes from Kollywood and Sandalwood movies based on the topic of the week, in addition to Vox Pops with the public.

The engaging theme of the show, that reflects Muthoot Fincorp’s brand philosophy of empowering human ambition, has enabled the brand to extend its association with 92.7 BIG FM for the regional version of the show.

Speaking about associating with BIG FM for the show, **MuthootFincorp** Spokesperson said, “As a part of our brand philosophy that focuses on empowering human ambition, we at #MuthootBlue always strive to help fulfil the ambitions of the masses and try and smoothen their painful, but

*courageous journey for a better tomorrow.. BIG FM's show MuthootFincorp presents 'Dhun Badal Ke Toh Dekho' affirms exactly the same sensibilities, making it an excellent choice to associate with for our brand. With the extended presence of such a meaningful show in regional cities, it further adds value to our association with an enhanced audience connect. We at MuthootFincorp, therefore, look forward to a fruitful and meaningful partnership with 92.7 BIG FM."*

Talking about the upcoming show, **Sunil Kumaran, Country Head – Thwink BIG, 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. While the show across Hindi-Speaking Markets has gained momentum, it only feels right to bring this purpose-driven entertaining format to our listeners in other markets as well. By doing so, we are leveraging its essence in building a new and fresh perspective across territories which is what BIG FM stands for and reflects in our new tagline 'Dhun Badal Ke Toh Dekho'. We are also glad to continue our association with our partners Muthoot Fincorp and VWash Plus by Glenmark Pharmaceuticals Ltd. It further testifies the show's strength and credibility in being a perfect platform for meaningful audience connect.*

For such a captivating programming format that intends to enable positive social transformation, RJ Divyadarshini and RJ Shruti's influential persona in taking up social causes, driving meaningful conversations and having a strong local connect, makes for a perfect fit for the show. The programme will be in sync with BIG FM's music promise ensuring that the listeners will be treated to trending music and tunes. The new show will witness 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 Badal Ke 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.

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