



92.7 BIG FM's BREAKFAST SHOW 'MUMBAI MASKA MAAR KE' WITH VRAJESH HIRJEE GAINS NO.1 POSITION, A MONTH INTO ITS LAUNCH

THE SHOW THAT WAS LAUNCHED AS A PART OF NETWORK'S RENEWED POSITIONING 'DHUN BADALKE TOH DEKHO' IS CLEARLY MAKING HEADS TURN

ADOPTING ITS RENEWED POSITIONING 'DHUN BADAL KE TOH DEKHO, THE SHOW EARNS A HUGE FANBASE IN JUST A MONTH

The show hosted by celebrity radio jockey Vrajesh Hirjee has maintained the top rank consistently for 4 weeks

National, 18th March 2019: 92.7 BIG FM's recently launched morning show '**Mumbai Maska Maar Ke**' has been consistently ranking No.1 as per the RAM ratings. The breakfast show hosted by actor, comedian and RJ, **Vrajesh Hirjee** has continued to top the RAM ratings from **week 6 – 9, 2019** with a **14.6% share** (Source: RAM – Week 6-9 2019; 4 week average. TG: 12+ All). The carefree, light-hearted morning show that airs **from 7 AM to 11 AM Monday to Saturday**, captures the essence of Mumbai in every aspect. The popular offering has resonated well with the audience, making it the leading breakfast show in Mumbai.

Speaking about the positive response received by the show, **Vrajesh Hirjee** said, "*As an artist and a radio jockey, I have always tried my best to connect with the audience, naturally. Because of the treatment of the show 'Mumbai Maska Maar ke', I get enough freedom to connect with listeners on topics pertaining to the city. It is wonderful to see the kind of positive response that the show has received, so far, and I hope it only continues further. 92.7 BIG FM has been a great brand to work with; I am really enjoying my real life role as a radio jockey with them, and more so hosting the breakfast show.*"

Speaking about the show and its ratings, **spokesperson from BIG FM** said, "*When we roped in Vrajesh Hirjee for this show, we were pretty sure of it being a good offering for our listeners. Today, we are glad to witness the association reap outstanding results. The ratings are testament to well-curated content of the show combined with Vrajesh's inherent talent and knowledge on everyday topics, and that has certainly played a strong role in enhancing the listenership of the show. We aim to keep the momentum going and congratulate Vrajesh Hirjee for the show.*"

'**Mumbai Maska Maar Ke**' helps listeners build a unique and positive perspective about Mumbai. Vrajesh Hirjee invokes positive conversations and insights around current affairs and key topics pertaining to the city, to enable Mumbai's listeners begin their day with a fresh new outlook.