

92.7 BIG FM CHENNAI UNDERGOES A COMPLETE REVAMP WITH A NEW TAGLINE - 'MAATHI YOSI LIFE EASY'

~ The revamp will reflect the essence of existing shows with new additions as per the new brand tonality~

~ Chennai's most popular RJ Giri Giri will be increasing the Infotainment quotient via new segment Maathi Yosi Life Easy 'Topical' in his morning Breakfast Show 'Don't Worry' from 7-11am 'on 92.7 BIG FM ~

Chennai, 01 February 2019: 92.7 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 gained huge participation from BIG MJs such as **Balaji, Giri Giri, Saritharan** and 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 encourage 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– '**Maathi Yosi Life Easy**'.

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' (Hindi) 'Maathi Yosi Life Easy' (Chennai) 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.*"

A well-known singer has lent his voice to the new jingle that brings alive the new brand positioning. The audio and video format of the song went live from 21st January on-air and across social media and other assets of the radio network.

BIG FM has refreshed its music promise and rolling out interesting content with none other than popular RJs like Balaji and Giri Giri across the city. While RJ Balaji will continue to host '**Night Show**' by incorporating elements based on the new stationality and would be uplifting the mood of the listeners from 9 to 11 pm, on the other hand RJ Giri Giri will be increasing the infotainment quotient via new segment '**Topical**' in his morning Breakfast Show '**Don't Worry**' from 7 – 11 am. Some of the iconic shows are evolving with new formats and innovations. **RJ Saritharan, RJ Miruthula, RJ Karun** will continue to entertain the listeners with their shows **Funny Astro, Ullae Veliyae, BIG Matinee** and **Saritharanin**

Narithanam respectively. The Breakfast show Don't worry has special segment '**BIG Heroes of Chennai**' and **Friday Star** 7am– 11 am will have people from different walks of life sharing their inspiring stories with the listeners and popular movie stars discussing about their latest releases on Thursday and Friday.

The Chennai station will deliver 24 hours Tamil content offering the best of Top 100 Kalakkal Hits. The station will reflect the new positioning in all aspects of its brand and communication.