

BIG FM LAUNCHES #IAMNOTSORRY CAMPAIGN

THE CAMPAIGN AIMS AT ENCOURAGING A POSITIVE PERCEPTION AND ACCEPTANCE FOR BEING DIFFERENT

Celebrities such as Ayushmann Khurrana, Nargis Fakri, Sonu Sood have supported the campaign by sharing their 'I AM NOT SORRY' stories

National, 10th January 2019: **BIG FM, one of India's largest radio networks** has launched an **evolutionary** campaign **#IAmNotSorry** across its 59 stations. The initiative aims at encouraging people who think differently and enabling their acceptance by the society at large. With the onset of the New Year, BIG FM has embarked on a new journey of being an agent of positive change and promoting the idea of tuning into a new perspective among the listeners. The campaign revolves around the concept of breaking barriers and inspiring listeners with stories of individuals breaking stereotypes and the ones who are not afraid or apologetic of their choices.

Speaking about the campaign, **Mr. Manoj Lalwani, Chief Marketing Officer, Big FM** said, "*BIG FM has time and again reflected upon the important aspects concerning day to day lives. The '#IAmNotSorry' campaign is aimed at encouraging listeners to be forthcoming about their brazen choices and promoting an equal acceptance by the society. Radio is the only free to consume medium that is accessed by the masses and we intend to leverage our unparalleled reach to communicate with the audience and bring about a positive change through the campaign.*"

The radio network throughout the duration of the campaign will air stories of people who have gone out of their way and stood by their distinguished decisions. An open letter format has been adopted where the network plays short yet meaningful messages about brave choices taken by an individual intended for a mass audience. The campaign within the few days of its launch has gained momentum on social media with BIG MJs, eminent personalities and Bollywood celebrities supporting the noble concept. The artists are sharing their real-life 'I am not sorry' stories on social media platforms and inviting/challenging their friends from the industry to share stories generating large number of video views.

RJ Dilipp, RJ Nilanjan, RJ Guddi, RJ Rajiv and **RJ Rafat** to name a few have encouraged listener participation by sharing their unapologetic stories. The #IAMNOTSORRY videos of actor **Ayushmann Khurrana** for doing films around taboo topics, **Nargis Fakri** for her life choices, **Sonu Sood** for cleaning up his surrounding despite challenges have garnered a huge positive response from the on-air and digital audiences. Other celebrities who will be sharing their #IAMNOTSORRY includes actor **Ali Fasal**, veteran singer **Shankar Mahadevan**, actor **Sunny Leone**, actor **Richa Chadha**, **Prasoon Joshi** Indian lyricist and Chairperson of the Central Board of Film Certification to name a few.