

Offering listeners a royal treat, BIG FM associates with Rajasthan Royals as their official radio partner

~ Through this association, the radio network will offer exclusive interactions with players, match updates, contests, podcasts, virtual meet and greet session amongst other features

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National, September 16th, 2020: The excitement levels are at its peak as India's favourite sporting event is back! **BIG FM**, one of the leading radio networks in the country, has become the official radio partner of the **Rajasthan Royals** team. Since this year the on-field fervour will be different owing to the current scenario, the radio network has vowed to keep the spirits high by bringing the excitement to the audience's homes with the campaign '**Be Royal With the Royals**' for all the die-hard fans of the team and the tournament.

As part of the campaign, the radio station will have a daily feature called **The Royal Hour** which will see a player from the Rajasthan Royals team or an expert engage in an exclusive interaction with the RJ. Making the show insightful while keeping the spirit of the game alive, it will also see the guests reminisce their cricket journey along with music dedications from the golden era and candid chats with listeners. Ensuring fans do not miss any important moment, BIG FM will also bring a brand new show **A Royal Experience** that will keep them up to date with the latest happenings of the Rajasthan team.

Since BIG FM is known for its storytelling and timeless music, the radio station will present two new features **The Royal Podcast** and **The Royal Playlist**. The former is a podcast series in a storytelling format with each episode dedicated to a team member, encapsulating their fun interviews along with special anecdotes. The entire series will be amplified on partnering platforms which includes leading podcast providers in the country. With The Royal Playlist, BIG FM will curate a special playlist featuring favourite songs of each RR player. This fun-filled musical bonanza will also have listeners guess a player's favourite track from the golden era where the winner will not only be gratified with a gift but will also get a chance to dedicate a song to the team or player along with a special message.

The radio network will also present fans with a first-ever virtual meet and greet session with the cricketing team as part of its special **The Royal Experience**. It will see listeners, pre-selected through a contest, interact with their favourite Rajasthan Royal players and get an opportunity to ask them to sing or share a special message for them on Instagram thereby creating a wholesome Royal Experience.

Speaking about the association, **Sunil Kumaran, Country Head - Product, Marketing & THWINK BIG, BIG FM**, said, *"Nothing unites people in our country like a good game of cricket and we are thrilled to be the official radio partner of the Rajasthan Royals team. We have curated a host of offerings for fans of the team and the sport to give them a holistic and immersive experience from the comforts of their homes. They will surely be treated in a royal way which they will cherish for a long time. I would also like to wish the team all the very best and hope they emerge victorious."*

Adding to the same, **Jake Lush McCrum**, COO at Rajasthan Royals said, "The fans are one of the key factors in why the IPL has been so successful. The colour, the noise, the passion. With the tournament unable to be played in front of a crowd this time, the responsibility lies on each and every team to reach out to their fans who have lent their undying loyalty and

support right from the very first season. Through this association, we hope to leverage Big FM's extensive reach to provide our fans all the key updates and insights from the camp so they are as close to the action as possible."

Additionally, listeners will be apprised of the latest happenings in the Rajasthan Royals set up all throughout the day in the form of player trivia, match and score updates, a round-up of what happened in the match along with expert opinions and analysis. The association will be promoted through an integrated 360 degree campaign across Delhi, Mumbai, Bangalore, Hyderabad, Kolkata, Chennai, Pune, Ajmer, Bikaner, Jodhpur among others. The radio station will be creating multiple touch points in order to connect and engage with its listeners, thereby ensuring an enriching experience.

About BIG FM:

BIG FM, one of India's largest radio network with 58 stations, reaches out to 1.9K towns and 1.2 Lacs villages and over 34 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 the 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 tagline 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 reflect 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.

For more information, log on to <http://www.bigfmindia.com/>

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