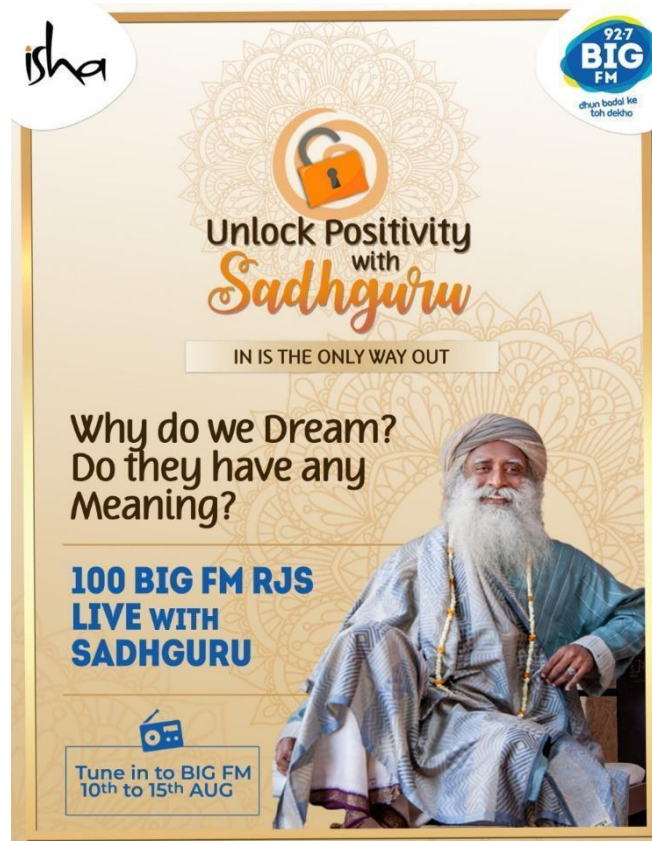


100 BIG FM RJs interact and engage with the renowned spiritual leader Sadhguru

~ Padma Vibhushan awardee Sadhguru shares his thoughts on various topics with BIG FM RJs, to be aired from the 10th to 15th of August ~



National, 7th August 2020: In a first for radio, 100 RJs of BIG FM, one of the largest networks in the country, interact with the acclaimed Indian yogi, author & poet Sadhguru as he shares his thoughts on 'Unlocking Positivity'. The radio network, that always strives to win the hearts of its listeners through various purpose-driven and action-led campaigns, has associated with the Isha Foundation for these powerful on air-sessions. Sharing the Guru's insight and positive thoughts with listeners, the conversations will be broadcasted across the entire network from 10th to 15th of August.

This one-of-its-kind activity sees RJs from across all 58 stations, including Mumbai, Delhi, Bangalore and Kolkata, seek answers to various questions that arise in everyone's minds frequently. Known for his profound knowledge and for inspiring millions across the globe with his views on spirituality, these highly engaging and interactive sessions witnesses Sadhguru address a range of topics pertaining to our personal lives, emotional and mental well-being. These topics include - the current pandemic, love & relationship, trolling on social media and patriotism amongst many others. Additionally, Sadhguru also sheds light on

how one can channelize their internal energies while remaining positive and enhancing their productivity further.

Guiding the RJs who help bring forth the voices of young India, **Sadhguru** said, *“Youth has enormous potential. If we can inspire them to identify with humanity as a whole, the impact on the world will be tremendous.”*

Sadhguru further shared, “If the world was guided by youth, it would be a better place. They are the ones who are most alive, idealistic, and energetic.”

Commenting on the same, **Sunil Kumaran, Country Head - Product, Marketing & THWINK BIG, BIG FM** said, *“As a brand that showcases a high sense of purpose in each of our campaigns and offerings, we lay major impetus towards not only addressing one’s external growth but their internal growth as well. In our endeavour to spread positivity amongst our listeners, the sessions with Sadhguru Ji are highly engaging and insightful as he shares his thoughts on a multitude of subjects. We are extremely thrilled to have him as our guest and we are sure our listeners will have a great time hearing his views on some pertinent topics.”*

Listeners can tune into BIG FM from 10th August to 15th August to get insights aplenty from Sadhguru. These interactions are extensively promoted on air and across social media platforms in the forms of videos as well.

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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