



BIG FM ASSOCIATES WITH GULF OIL ONCE AGAIN; CELEBRATES THE FESTIVAL OF RAKHI WITH

SEASON 2 OF “SURAKSHA BANDHAN”

~ The initiative aimed towards celebrating the cherished bond between truck drivers and their dotting sisters took a unique turn owing to the on-going pandemic ~

National, 04 August 2020: Marking the occasion of Raksha Bandhan, **BIG FM**, one of India's largest radio networks in the country who is known for going the extra mile for its listeners through various thoughtful initiatives, joined hands with **Gulf Superfleet Turbo Plus Engine Oil** once again for Season 2 of their campaign 'Suraksha Bandhan'. While last year, truck drivers received a heartfelt surprise which united them with their sisters, this year the campaign took a unique turn due to the current pandemic. **Suraksha Bandhan Season 2** aimed towards extending gratitude towards the truck drivers for their tireless services while also ensuring their safety considering the ongoing situation.

Amidst the nationwide lockdown, it's been observed that about 70% of truck drivers had been forced to return home while the rest stayed on the road, helping the general public lead relatively normal lives, by supplying much-needed essentials. As most of these drivers are looking forward to hitting the road again in order to gain back their livelihoods, the biggest concern for their sisters remains their safety as the pandemic is far from over yet. As Raksha Bandhan is a festival which signifies 'Suraksha', Gulf Oil celebrated the occasion by giving special 'Suraksha Rakhis' to the truckers, with the help of Big FM. These Rakhis consist of 45 paper soaps which they can easily carry with them ensuring their hand hygiene which is one of the most important health precautions to take in current times. So our truckers always stay safe and healthy wherever their long travels take them. Since sanitization is the need of the hour, whether it is washing hands before a meal or before getting behind the wheel, this 'Suraksha Rakhi' symbolising safety is like a gift from their sisters.

Speaking about the campaign, **Sunil Kumaran, Country Head - Product, Marketing & THWINK BIG, BIG FM said**, *“At BIG FM, through our initiatives we have always endeavoured to foster relationships that can set an example in the society. Even as we face a global crisis, we are glad to present a campaign that not only promotes the culture of togetherness despite the current challenges and scenarios, but also ensures the safety of our brothers who work tirelessly for their families. While we celebrate the festival with much enthusiasm from the comforts of our homes this year, it is admirable to see how trucks travel across the country to ensure the smooth transportation of goods. We have partnered with Gulf Superfleet Turbo Plus Engine Oil throughout the campaign to make the entire experience memorable for truck drivers.”*

Commenting on the campaign, **Mr Ravi Chawla, MD and CEO, Gulf Oil Lubricants India Ltd., said**, *“Through this campaign, like last year, we once again reached out to the truck drivers of our country in an effort to make a small but positive difference to their lives. Being true unsung*



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heroes, who experience various hardships, they work diligently to fulfil the needs of the families as well as the entire nation and it is very important that they don't miss out on such special occasions as this festival of Raksha Bandhan. As a brand, we are known to take care of their engines and vehicles but through this campaign, we wanted to go a step further and ensure the safety of the truck drivers as well. Since radio is something which truck drivers tune-in to almost on a daily basis and is a medium that's close to their hearts, we are glad to be associated with BIG FM to bring a smile on their faces through this thoughtful initiative."

BIG FM, on behalf of Gulf Oil, successfully distributed 10,600 special Suraksha Rakhis over 4 days at Toll Nakas, Transport Nagars and Dhabas, while recording the experience in the form of audio and video bytes. This was conducted across 14 cities including Mumbai, Delhi, Rajkot, Surat, Indore, Ghaziabad, Faridabad, Aurangabad, Ludhiana, Jalandhar, Kanpur, Jaipur, Udaipur & Amritsar. Taking the thought further, BIG FM also created a special toll-free hotline and invited the truckers to share heart-warming stories of their current situation and their plans for the special day. The response was overwhelming as they received more than 927 messages from truckers across the country which were played on-air.

Additionally, a special video dedicated to the truckers was also created by all the female RJs that saw them send their wishes of safety on the occasion and also educate them on how to use the Suraksha Rakhi to keep themselves safe. Not only this, a special 'SURAKSHA BANDHAN 2.0' anthem was also composed which highlighted the underlying thought of 'Rishton ke dhaage, nibhaaye Suraksha ke vaade'. To amplify the reach of the campaign, a video version of the song capturing the visual emotions of the truck drivers was released across social media platforms.

About BIG FM:

BIG FM, One of India's largest radio network with 59 stations, reaches out to 1200+ towns and 50,000+ villages and over 45 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 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 tag line of 'Dhun Badal KeToh 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 reflects its DhunBadalKeTohDekho 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.



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