

BIG FM ENCOURAGES INCLUSIVENESS ONCE AGAIN, ENTHRALS LISTENERS WITH BIG MAHALAYA!

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BIG FM RINGS IN FESTIVITIES WITH 'BIG MAHALAYA', NOW AVAILABLE ACROSS LEADING PODCAST PLATFORMS!

~ The recreation of the classic Mahishasura Mardini was played at 4 am across 18 stations and will be available on over 20 audio-streaming platforms this year ~



National, 21st September 2020: BIG FM, one of the leading radio networks in the country, has spearheaded various purpose-driven initiatives that help bring about the much-needed evolution in the society. For over 80 years, Bengalis all over India have been celebrating Mahalaya, listening to the recital of Mahishasura Mardini which marks the beginning of Durga Puja. Challenging the age old gender stereotype once again, BIG FM, ushered in the auspicious occasion with the Nayi Dhun as it played the **BIG Mahalaya**, recreated in the melodious voice of singer Swagata Laxmi. The radio network played the programme at 4 am across 18 stations including Mumbai, Delhi, Lucknow, Surat and Guwahati amongst others.

Taking the festivities a notch higher, BIG Mahalaya is also being made available across more than 20 podcast platforms this year reaching out to over 10 million consumers. While the

digital reach has been exceptional, on-air the 46 minutes special was tuned-in to by over 2.3 million listeners during the wee hours of the morning.

Since time known Mahalaya has always been recited in a male voice, that of Birendra Krishna Bhadra's, which is tuned to on radio by over 10 crore Bengalis. However, breaking the cultural norm whilst keeping its ideologies firmly rooted in traditions, BIG FM's rendition of the divine melody reinforces the ideals of inclusivity and equality. Durga Puja has always been a true representation of an empowered woman and BIG Mahalaya is a befitting reimagination of the sacred chant with a new and unconventional perspective.

Commenting on the same, **Sunil Kumaran, Country Head - Product, Marketing & THWINK BIG, BIG FM**, said, *"Durga Puja is one of the most celebrated festivals in India and we were keen to give our listeners a combination of tradition with a hint of freshness. The campaign that challenged the status-quo and brought about a positive change was well-received amongst our listeners, and this year we are glad that we could embrace the same spirit of joy and inclusivity. We are also happy to share the recreated version of the classic for our listeners across leading audio streaming platforms. With this, we hope to bring everyone together in welcoming the upcoming festivities."*

BIG Mahalaya is already live on Spotify, Aawaz, Hubhopper, Bullhorn, Listen Notes and will be soon available on other platforms like Gaana, Google Play Music, Amazon Alexa, Saregama Carvaan, Ola Play, Samsung Bixby, Tune In, Google Podcasts, Podkicker, Apple, I Hearts, Digital podcast, Player FM and many others.

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 'DhunBadalKeTohDekho' 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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