

Keeping spirits high at the BIG FM workplace, the radio network's 'Onward & Upward - The BIG FM Morning Show' kickstarts Season 2.0!

OR

BIG FM continues to motivate and inspire its employees as 'Onward & Upward - The BIG FM Morning Show' enters its second season!

~ Through the one-hour morning sessions, the second season sees prominent personalities from different sectors providing a holistic action oriented perspective to the employees ~

National, 16th June, 2020 - **BIG FM**, one of India's largest radio networks, had recently introduced the morning show 'Onward & Upward - The BIG FM Morning Show' for its employees. The highly-successful first season, featured not only business leaders from the radio network but also over 30 stalwarts from various industries like entertainment, FMCG, automobile and advertising amongst others who helped the employees learn, grow and upskill during the lockdown period. Continuing to prepare its employees for opportunities and challenges that lay ahead, the show has now entered its second season and sees the brand move beyond static learning and immediate field of view to take action-oriented perspectives.

Offering the workforce fresh insight that further motivates and empowers them, Season 2.0 hosts function-specific speakers where the focus is on recovery and restarting of the respective industries and the economy at large. Doing so, further equips and facilitates the employees with a fresh outlook from industry stalwarts giving them a deeper understanding of emerging trends and how they are pertinent to each function and performance of a brand. Season 2.0 boasts of speakers who are discerning experts sharing their acumen concerning specific functions such as Programming, Marketing, Sales and Solutions. Keeping the conversations highly interactive and engaging, each session is moderated by the senior leadership team of the network.

ONWARD & UPWARD!
THE BIG MORNING SHOW - THE LOCKDOWN SERIES

CELEBRITY SPEAKERS

 VIDYA BALAN ACTOR	 BOMAN IRANI ACTOR AND INTERNATIONAL SPEAKER	 ANUPAM KHER GLOBAL & VERSATILE ACTOR	 RAJ KAUSHAL WRITER, DIRECTOR AND PRODUCER
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GUEST SPEAKERS SEASON-1

GUEST SPEAKERS SEASON-1

GUEST SPEAKERS SEASON-2

Speaking about Season 2.0, Abraham Thomas – Chief Executive Officer, Reliance Broadcast Network Limited, said, *"Having inspired the workforce over the highly successful first season, we look towards bringing new ideas and perspectives that help raise spirits at the network. Each of these luminaries, with their spirit, drive, and insight can help us look at the situation from another perspective. As we open our minds to a host of fresh ideas and thoughts, we shall be able to discover new models and opportunities that not only see us sail through this storm but propel the radio network to new heights."*

Adding to the same, Sunil Kumaran, Country Head, Product, Marketing & THWINK BIG, BIG FM, who also moderated the first season said, *"These are indeed trying times for all of us. Through this property, our aim is to engage, inspire and motivate our employees to overcome the challenges that the current situation presents and prepare them for a new normal. We understand the anxieties and challenges that come with the 'work from home' policy amidst the ongoing nationwide lockdown. In our endeavour to bring in new ideas and thoughts, we invite and host leading experts from their field whose insights and perspective can help us be better prepared for the challenges that lay ahead of us."*

The list of renowned industry leaders who have been part of the show till now are:

Speaker	Designation/Company
Season One	
Abhishek Singh	CEO, My Govt, CEO NeGD, Govt of India
Ajay Kakar	CMO, Adita Birla Capital
Ajay Mehta	Head - Content & Activations, Mindshare
Amarjit Singh Batra	Managing Director, Spotify India
Anita Nayyar	CEO, Havas Media group India and sea
Ashish Ambasta	Happiness Expert & Director - Kincentric
Ashish Pherwani	Partner media & entertainment, Ernst & Young
Atit Mehta	Chief Marketing Officer, Think & Learn Pvt Ltd. (Byju's)
Boman Irani	Actor & Inspirational Speaker
Jai Madan	Astrologer & Motivational Speaker
Jay Mehta	Managing Director, India Saarc Warner music group
Karan Taurani	Vice President, Research Elara Capital
LV Krishnan	CEO, TAM Media Pvt Ltd.
Mandar Natekar	CBO, Kidzania
Mayank Bathwal	CEO, Aditya Birla Health Insurance
Navin Gurnaney	CEO, Tata Starbucks Pvt Ltd
Neel Pandya	CEO, Aditya Birla Health Insurance
Pankaj Gupta	Senior Executive Vice President (Sales) & CMO, HDFC
Priti Murthy	CEO, OMD India
Priya Kumar	Internationally Acclaimed Motivational Speaker
Raj Nayak	Founder & Managing Director, House Of Cheer Networks Pvt
Rajiv Dubey	Head of Marketing, Media, Dabur India Ltd
Ravi Teja Bommireddipalli	CEO, Robosoft Technologies

Richa Singh	CEO, Niine
Roopam Asthana	CEO & Whole time director, Liberty general insurance
Sameer Nair	CEO, Applause Entertainment
Sanjay Murdeshwar	Managing Director, Novartis
Sushil Goswami	General Manager, Marketing - India & Nepal, The Himalaya Drug Company
Tapan Singhel	MD & CEO, Bajaj Allianz, general insurance
Vanita Keswani	CEO, Madison Media Sigma
Vidya Balan	Actor
Vivek Sunder	Chief Operating Officer, Swiggy
Season Two	
Aakash Chaudhry	Aakash Educational Services Ltd.
Aalok Bhan	Director & CMO, Max Life Insurance Company Ltd
Ameen Haque	Story Coach, Story Teller, Founder - Storywallahs
Ankit Agrawal	Director, Mysore Deep Perfumery House Zad Black
Anupam Kher	Global & Versatile Actor
Arun Iyer	Founder & Creative partner, Spring Marketing Capital
Raj Kaushal	Writer, Director & Producer
Sanjay Adesara	Head of Media & Digital Adani Wilmar Ltd.
Santosh Desai	Managing Director & CEO, Future Brands Ltd. Author, Columnist, Social Commentator
Shudeep Majumdar	Co-Founder & CEO, Zefmo Media
Sreeraman Thiagajaran	Co Founder & CEO, Agrahyah Technologies

Conducted over a one-hour long session via Google Meet, the show is attended by over 200 BIG FM employees as they see these thought leaders speak about the various aspects of how to propel their business to greater heights. Towards the end of the session, each expert is presented with a 'Gift of Music' as a token of gratitude where the leader and their organization can request and dedicate their favourite songs which are then played on-air during a dedicated hour.

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 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 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 reflects 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.

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