



BIG FM's MUTHOOT BLUE PRESENTS 'DHUN BADAL KE TOH DEKHO WITH VIDYA BALAN' LAUNCHES ON MARCH 25, ANNOUNCES PARTNERS ON BOARD

The show has Muthoot Fincorp as the Presenting partner, VWash Plus by Glenmark Pharmaceuticals Ltd. as Co-powered partner, *Senco Gold & Diamonds* as design partners, *MX Player* as the OTT streaming partner, *Imagica* as Vacation partners and *Tracer shoes* as the Sports & Fitness partner.

National, 26th March, 2019: BIG FM's highly-anticipated offering Muthoot Blue presents '**Dhun Badal Ke Toh Dekho with Vidya Balan**' has been creating headlines for more reasons than one. To begin with, the show is an extension of the radio network's new positioning 'Dhun Badal Ke Toh Dekho' which urges people to think differently. Moreover, its innovative launch witnessed Vidya Balan rapping for the first time ever to convey the show's announcement and messaging. The show has on-boarded leading brands including **Muthoot Fincorp** as the **Presenting partner**, intimate hygiene brand **VWash Plus** by **Glenmark Pharmaceuticals Ltd.** as its **Co-powered partner**, jewellery brand **Senco Gold & Diamonds** as its **Design partner**, **MX Player** as **OTT Streaming partner**, **Imagica** as **Vacation partner** and **Tracer shoes** as **Sports & Fitness partner**.

The much-talked-about programme, Muthoot Blue presents 'Dhun Badal Ke Toh Dekho with Vidya Balan' will air every weekday evening **from 7 PM to 9 PM, with repeats on Saturday and Sunday from 5 PM to 9 PM** across **HSMs**. A special highlights segment named Muthoot Blue presents **Dhun Badal ke toh Dekho with Vidya Balan - SPOTLIGHT**, will be aired across **Monday to Friday between 01:00 PM to 02:00 PM**. The show will focus on bringing relevant social topics to the fore and spark positive conversations and change redundant perceptions in society. Amplifying innovation and creativeness in programming, the episodes will take up topics ranging from mental health, domestic violence, new age parenting, adoption, body shaming, child abuse, bullying and more. In conclusion, the show will recognize exemplary stories of real-life people who have changed the way the society thinks and behaves, to inspire the listeners.

The show will also introduce Reporter Kaviraj as an interstitial, curated basis various topics discussed on the show. The interstitial intends to provide a lighter take on subjects and encourages drawing room conversations on tabooed topics. The episodes will also witness special celebrity chat segment where they will indulge in an up-close conversation with RJ Vidya Balan around the topic. Every Friday, Vidya Balan would be discussing interesting elements from her films connecting it back to real life instances.

Empowering human ambition is presenting partner Muthoot Fincorp's brand philosophy. BIG FM's upcoming show 'Dhun Badal Ke Toh Dekho with Vidya Balan' affirms the same sensibilities which made Muthoot Fincorp to partner with the radio network for the show. Brand VWash Plus offers a progressive, expert intimate hygiene solution to a prevalent need felt by women today. The show seeks to add a much-needed dose of positivity around contemporary issues and obstacles faced by the society making it an obvious choice for the brand.

Moreover, the show's novel concept makes Senco Gold & Diamonds an apt partner, since the trusted online shopping destination has also successfully changed people's perceptions towards shopping for precious jewels online. On the other hand, as a part of the association, the rap song by Vidya Balan along with her monologue videos will be available for the large viewer base of MX Player



which is India's leading streaming platform. BIG FM will also have a special segment for MX Player every Friday. Moreover, reiterating the importance of vacation and living a healthy life brings Imagica on board as Vacation partners and Tracer shoes as Sports & Fitness partner.

Speaking about various brands associating with the show, **Sunil Kumaran, Country Head Thwink BIG, BIG FM** said, *"BIG FM's new positioning of Dhun Badal Ke toh Dekho has received an overwhelming response from listeners and advertisers from across the country. Credible brands partnering with the show Muthoot Blue presents 'Dhun Badal Ke Toh Dekho with Vidya Balan' speaks volumes about the radio network's content capabilities, its reach and excellent communication with the masses. We are really excited to be launching this one of its kind show which has become the talk of the town since its announcement."*

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 Ke Toh Dekho' reflects the philosophy that 'Changing the world for the better starts with changing your thoughts'. Realignment of 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 Badalke 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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