



BIG FM CELEBRATES NEW YEAR, NEW BEGINNINGS WITH GUDI PADWA AND UGADI

National, 9th March, 2017: **BIG FM, one of India's largest radio networks,** is all set to bring in Gudi Padwa in Maharashtra and Ugadi in Karnataka and Andhra Pradesh in its utmost grandeur. With its latest offering - *New Year, New Beginnings*, the radio network will be celebrating the festival with a perfect mix of interesting storytelling and folk music on-air, creating the right engagement with its listeners across regions.

Staying true to its brand ethos of 'Suno Sunao Life Banao,' the radio network intends to enhance festivities by keeping listeners engaged with compelling content & melodious music throughout Gudi Padwa and Ugadi. BIG FM MJs will share details on the importance of the festival, interact with listeners and celebrities to share their 'new beginning' stories and entertain them with great music. Raising the entertainment quotient, popular musicians in different regions across Maharashtra, Karnataka and Andhra Pradesh will present repurposed folk and unplugged music creating a celebratory environment. The video of one song capturing the essence of the festival will be released across BIG FM social media platforms as well.

Commenting on the announcement, **BIG FM spokesperson** says "The on-air, digital and on-ground activities for our latest offering – New Year, New Beginnings, accentuates the thought of coming together to celebrate this beautiful spring-time festival, which also marks the beginning of a New Year in the regions of Maharashtra, Karnataka and Andhra Pradesh. The offering had to resonate with listeners across regions and nothing ties people together than music, great stories and celebration. Great music and conversations with the MJs will supplement the on-air and on-ground activities, while the video will bring in the festive flavour digitally for our audiences. We aim to make it as successful as all our other initiatives that have gathered overwhelming response from the audiences. The campaign has also been effectively designed to deliver extensive visibility to all the brand partners."

To add to the riveting on-air and digital activities, the radio network will also have a studio shift from a famous temple like Siddhivinayak in Mumbai, to deliver a complete experience to its listeners. BIG FM MJs will be constantly sharing live updates of the festival via the studio booth set-up. They will also be sharing intriguing stories each hour while interacting with celebrities and listeners on-ground.