

## **BIG FM LEADS INDIAN READERSHIP SURVEY (IRS) RATINGS AS NUMBER 1 RADIO PLAYER**

- Over 17 million listeners across the country tune in to BIG FM every week, higher than any other radio network
- Leadership position in 80% markets of the 59 station network
- Continues the No. 1 network in Hindi Speaking Markets (HSM)

*Source: Indian Readership Survey (IRS) 2017*

**National, 4<sup>th</sup> May 2018: BIG FM, one of India's largest radio networks has yet again emerged as the number one private FM broadcaster nationally, as per the recently released Indian Readership Survey (IRS) 2017 data.** The network leads with the highest listenership base of 17 million in the country, **making it an ideal choice for brands to connect with their consumers.** With a 59 station strong network and presence across 1200+ towns and 50,000+ villages, **BIG FM holds the leadership position in key metros such as Delhi, Mumbai, Kolkata, Bangalore and regions such as UP, Punjab, Rajasthan and Jammu & Kashmir.**

Commenting on this, a BIG FM spokesperson said, *"The IRS 2017 data is indicative of all the hard-work that goes in delivering the best content to our audience on-air as well as digitally. We also ensure that our efforts are an extension of the quality experience that our radio and digital audience expect from us. At BIG FM, we consciously endeavor to deliver value to all our key stakeholders across regions and we hope to continue the leadership position in the market with unmatched content."*

BIG FM's content offering cuts across age groups and categories engaging audiences across cities. The network's innovative content built on strong local insights has added to its existing strong listenership base. According to the IRS report, BIG FM enjoys a 5%, 12% and 20% higher listenership pie in the North, South and East region compared to its closest competitors and is in a leadership position in 80% of the markets that it operates in.

The radio network has garnered a strong following with its refreshing campaigns all aimed at creating a positive social impact. With initiatives such as Big Green Ganesha, No Khaali Pet and properties like Benadryl BIG Golden Voice, BIG Junior Rockstars amongst others, BIG FM truly emulates its core ethos of 'Suno Sunao Life Banao.' Whether it is quality content, highly-skilled BIG MJs, great music, innovative campaigns and initiatives, the network delivers a comprehensive experience across audiences.