

Starting each day on a fresh note, BIG FM rolls out “Onward and Upward – The Big FM Morning Show - The Lockdown Series” for its employees

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BIG FM launches “Onward and Upward – The Big FM Morning Show - The Lockdown Series” with an aim to upskill and empower its workforce

~The daily 1 hour assembly of employees will feature luminaries from the radio network who will share their expert analysis and perspectives and inspire their workforce to learn and upskill themselves during the ongoing situation ~

National, April XX, 2020 – In its endeavour to keep employees motivated and prepared during the time of a nationwide lockdown, **BIG FM, one of India’s largest radio networks**, has launched a new morning show "Onward and Upward - The Big FM Morning Show - Lockdown series" for its employees. Through this initiative, the company will conduct a 1 hour session every morning that will feature a renowned business leader from the radio network who will conduct the session with 200+ BIG FM employees where they shall discuss the various aspects of how to propel their business to greater heights. Divided into two phases – ‘Discover & Diagnose’ and ‘Decode’, the initiative consists of 10 sessions and will go on till April 10 with a goal to help employees learn, grow and upskill during this period.

The first phase will feature Abraham Thomas - Chief Executive Officer, Asheesh Chatterjee - Chief Business Officer and CFO, Sunil Kumaran – Country Head - Product, Marketing & THWINK BIG and Archanaa Singh – Head – HR and Administration talking about the topics of Business Resilience, Business Value Creation, Business Continuity Approach and Business Leadership Through Emotional Intelligence respectively.

The second phase will feature Rashi Mahajan - Business Head (Metro Markets), Shailesh Shrivastava - Business Head (Emerging Markets), Atul Razdan - National Programming Head, Manoj Lalwani - Chief Marketing Officer, Rajeev Kumar - Regional Solutions Head, Aparna Kapoor - Regional Business Director - Mumbai, Karnataka & Kerala and National Business Director - Agency. The six sessions here shall cover the topics of Shifting Expectations of Clients in 2020-21, Exploring Business Opportunities through a New Lens, Best Content Practices during Lockdown, Radio and Digital working in Tandem - Way forward, Lead generation ideas for Clients and Negotiation for Larger Pie of Business.

Commenting on the launch of the new initiative, Abraham Thomas – Chief Executive Officer, Reliance Broadcast Network Limited, said, “At a time like this, it is extremely important to continuously engage with the team, inspire and motivate them Onward and Upward. The Big FM team has led from the front during this time, seamlessly moving to a remote managed, ‘work from home’ model, been there with their listeners and partners at every step, understanding their anxieties and challenges, while



keeping them informed and entertained. These sessions are like a 'morning assembly' that heralds the start of new work day, binds the team together and attempts to prepare them for 'The new normal'. With these sessions featuring a host of inspiring speakers who are an integral part of the workforce, I am sure that their insight and perspective will help us be prepared for the opportunities and challenges that lay ahead of us."

Owing to their efficient disaster management plans, BIG FM – India's Most-Awarded Radio Station were able to seamlessly transition to a work-from-home operating model long before many leading companies and radio networks. The network is utilising digital technology via collaboration and connectivity tools to operate its daily sessions as well as to conduct ongoing daily business. With the onus to inform, educate and entertain, BIG FM continues to exemplify credibility, authenticity and purpose in each of its efforts.

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.

For Media Enquiries:
