

BIG FM LAUNCHES A NEW INITIATIVE #BIGHUG, AIMS TO SPREAD SIMLES AND POSITIVITY TO THOSE AFFECTED BY COVID!

OR

BIG FM EXTENDS A VIRTUAL HUG TO THOSE AFFECTED BY COVID THROUGH ITS LATEST INITIATIVE #BIGHUG

~ The month long initiative sees BIG RJs along with popular celebrities engage in a live session of 30 minutes from Monday – Saturday at 5:30 pm, becoming their comfort companion in these trying times ~



Mon - Sat | 5.30 pm Everyday |  LIVE only on @BIGFMIndia

National, 3rd May, 2020 – Right from its inception, leading radio network **BIG FM** has been pioneering various thought-led campaigns and properties that help bring about a positive change in the society. Known to always keep their listeners at core of all their offerings, the radio network understands how the current national crisis can take a toll on ones mental and emotional well-being. With the entire country reeling under the dire consequences of the pandemic with isolation and social distancing being the strict norm, BIG FM takes its listeners-first ethos further with its latest initiative – **#BIGHUG**. Spreading smiles and being a comfort companion to the covid affected individuals and families through the digital space, the property will see BIG RJs engage in a live session from Monday – Saturday at 5:30 pm for 30 mins.

There is no denying that India is currently battling one of the most severe phase of the pandemic. In such times when we are engulfed with heart breaking stories from all around the country, it is imperative to extend support for those impacted. A simple gesture like a hug from a companion can bring a smile & spread positivity in these difficult times. Through this initiative, BIG FM aims to give all those affected by the current crisis a big warm virtual hug. For the next one month, different BIG RJs like RJ Khurafati Nitin, RJ Aabhimanyu, RJ Sangram, RJ Rani, RJ Juhie and many others will become

virtual companions of the listeners as they engage in a live session on the radio network's Facebook page offering a friendly shoulder, interacting and spending time with covid impacted individuals. Each RJ through their unique individual skill set, be it uplifting conversations, singing, music, poetry or storytelling will be helping listeners to forget their worries, boredom and loneliness for some time and spread much-needed cheer.

That's not all! These live sessions will also see RJs interacting with renowned celebrities such as **Sunidhi Chauhan, Divya Dutta** and many others who will candidly share their experience and ways in which they are dealing with isolation and social distancing.

Speaking on the initiative, **Sunil Kumaran, Country Head - Product, Marketing and THWINK BIG, BIG FM said**, *"The last few months have been extremely challenging for us as we battle with the second wave of the crisis. In such times, it is important to look out for the mental and emotional well-being of ourselves and the people around us. At BIG FM, we have always endeavoured to foster positivity through all our initiatives, which is also the need of the hour now more than ever. In these trying times, we wanted to reach out to our listeners and let them know that we will always be there for them. We are glad to have curated an initiative that aims to foster togetherness and bring a smile on the faces of our listeners."*

The #BIGHUG initiative is being extensively promoted across BIG FM's vast network of 58 stations on-air and across the brand's digital and social media platforms. It is also being amplified across the social media handles of the celebrities who are part of the live sessions along with the RJ's pages. To further magnify the reach of the campaign, the radio network has also created a video with its BIG RJs reiterating the need and importance of reaching out to your loved ones through virtual hugs during these times.

So, if you are feeling lonely and isolated, join the Facebook live on @BIGFMIndia and spend time with your favourite RJs and celebrities, Monday – Saturday at 5:30 pm!

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 the 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 tagline 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 reflect 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 more information, log on to <http://www.bigfmindia.com/>