

## BIG MJ RJ BALAJI OF 92.7 BIG FM CHENNAI BAGS BEST RJ – SOUTH ZONE AT RADIO CONNEX 2018

**Chennai, 12<sup>TH</sup> October, 2018:** 92.7 BIG FM, one of India's largest radio networks witnesses yet another moment of pride with BIG MJ RJ Balaji from Chennai receiving the coveted title of **Best RJ- South Zone** at the recently held **Radio Connex'2018**. Chennai's most loved celebrity radio jockey, BIG MJ RJ Balaji has received immense recognition for his shows as well as his exceptional contribution towards humanitarian causes. Marking the celebration of excellence in radio, the event honoured noteworthy talents for their unique contribution in the radio industry amidst much fanfare in Mumbai.

Having spent over a decade in the radio industry, BIG MJ RJ Balaji has charmed listeners with his impeccable style and wit. The previous award-winning show 'Take it Easy with Balaji' garnered much love and appreciation amongst his fans who were in awe of his wit and comic timing on the show. The on-going show hosted by him called '**Night show**' which focuses on the current affairs of Chennai, has also been one of the most popular shows as he spreads positivity through the developments made by the city from all walks of life.

Commenting on the prestigious win, **BIG MJ RJ Balaji from 92.7 BIG FM** said, "I feel extremely happy that I am doing good work and being appreciated for it. I have been in this industry for the past 11-12 years now and still If I am getting awarded for my work then definitely it's a proud moment for me to share. While I have started doing movies, I am still recognised as RJ Balaji and not only Balaji. This is what radio has given me. In today's time when the digital medium has taken over massively, there should be more platforms like Radio Connex where RJs can get visibility for their work."

Along with this, BIG FM added to its winning streak by bagging 3 other metals at Radio Connex 2018. The network, renowned for creating original content-led campaigns, was honoured with a silver metal each for two of its brand integrated activities **Basant Loves Nidhi with Close up and Bhakra Nangal Dam**. It also won a silver for '**Actor Calling Actor**', a unique daily sparkler that ticks the funny bones of listeners.