

BIG FM IN ASSOCIATION WITH SAREGAMA YOODLEE FILMS BRING 'KUCHH BHEEGE ALFAAZ' ON RADIO

The show titled on the soon to be released film airs as a Valentine's week special from 9th -16th Feb on BIG FM

A music video with an original song on the theme #LoveIsntBlind will also be released across BIG FM's social platforms

Mumbai, 14th February 2018: BIG FM, one of India's largest radio networks is adding to its legacy of providing entertainment based on original content with its dedicated Valentine's week activity. The radio network has associated with music label Saregama India's film production arm Yoodlee Films to bring it's soon to be released film 'Kuchh Bheege Alfaaz' on radio as a show. Every night, RJ Alfaaz, the lead protagonist of the film played by actor Zain Khan Durrani, entertains listeners with unexpected stories of love. The show airs from 11pm-12am for the week of 9th Feb -16th Feb. Staying true to its ethos of providing a 'Sunao Sunao Life Banao' experience; the radio network has also created a music video / short film with an original song for Valentine's Day titled 'Love Isn't Blind'.

The essence of Kuchh Bheege Alfaaz shot at BIG FM studios in Mumbai and Kolkata has aptly been integrated in an on-air show format to provide an enriching experience to listeners by connecting with the vibe of Valentine's week. RJ Alfaaz will also lend his voice to narrate the story of the real-life couple in the video 'Love Isn't Blind'. The short video film will be a blend between the narration of real life couple's story and situations enacted by television world's renowned couple Pooja Gor and Raj Singh Arora. The week-long offering is aimed at enhancing the storytelling experience for viewers across on-air and digital platforms of the network.

Speaking about the video **Pooja Gor** Said, *"At first when I was narrated the story for the Video, I thought it was fictional, but I was astonished to hear that it was the story of a real life couple. This story of Santosh and Jyoti just made my belief in love go more stronger. It is definitely going to be a surprise for our fans as they get to see me and Rāj together in a Valentine's Day Video."*

Speaking about coming on board for the video film, actor Raj Singh Arora said, *"The first thing is that this video is directed by my friend Gaurav Bajaj and he instantly said that I want you in this video. My first reaction was no, because I was very scared about playing a visually impaired person as there is a lot of responsibility that comes along as an actor. But then he took me through the entire narration of the story and mentioned a part where they play chess together. Being a chess player myself, that excited me. So that was my first hook as an actor for the video film that I could find something that I could relate to and that's what made me say yes."*

Extending this on-air engagement on its digital platform with the short film, the radio network is providing a renewed entertainment experience to viewers across demographics making it a perfect brand to associate with for increased visibility.

The Valentine's week offering will be promoted across social media platforms of BIG FM with #KuchhBheegeAlfaaz and #LoveIsntBlind.

Teaser 1 - <https://www.youtube.com/watch?v=Dw9TuqtkRjo&pbjreload=10>

Teaser 2 - <https://www.youtube.com/watch?v=CBoX9VGWWhbg>

Video link: https://youtu.be/7Yf6_HFE7cg