

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 #LovesntBlind will also be released across BIG FM's social platforms

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 its soon to be released film 'Kuchh Bheeg 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 Bheeg 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 combining the best on-air and digital entertainment, **Manish Karnatak, National Creative Director BIG FM & Head, THWINK BIG** said, *"BIG FM as a radio network has time and again re-invented the way listeners consume entertainment through radio as a medium. The Valentine's week special activity is another step in that direction with a focus on our digital first audience. With the special 1 week on-air show and the short film on our digital platforms, we aim to deliver the content to match the tastes of our audiences across a wider demographic and provide an enhanced visibility to our partners."*

Siddharth Anand Kumar – VP, TV and Films Saregama India said, *"Associating with BIG FM has given 'Kuchh Bheeg Alfaaz' the right platform to reach out to a larger audience base. Kuchh Bheeg Alfaaz has evoked a flurry of positive responses from viewers from all across, and the show on Big FM continues to add to this. With both, 'Kuchh Bheeg Alfaaz' the film, and BIG FM's short video 'Love Isn't Blind', set to release around Valentine's Day, we are hopeful of setting the right tone towards providing the best entertainment experience to the audience."*

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 #KuchhBheegAlfaaz and #LovesntBlind.

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

<https://www.youtube.com/watch?v=CBoX9VGWhbg>

Video link: https://youtu.be/7Yf6_HFE7cq

