

**BIG FM ANNOUNCES PATH BREAKING ASSOCIATION WITH RENOWNED MUSIC DIRECTOR
PRITAM'S JAM8
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**BIG FM ENTERS INTO A STRATEGIC ASSOCIATION WITH RENOWNED MUSIC DIRECTOR
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- One of a kind association in the radio industry with Pritam Chakraborty's artists and repertoire-based platform
- The award-winning music production house JAM8 comprising renowned artists from the music industry will create original music for BIG FM's branded content offerings
- High-decibel premium content with augmented budgets consisting of a complete package of radio and digital will cater to exclusive set of advertisers providing unique value proposition

National, XX August, 2018: BIG FM, one of India's largest radio networks with 59 stations, has announced a strategic association with **JAM8 (Just About Music)**. Founded by renowned **music director Pritam Chakraborty, JAM8**, the award-winning music production house, will serve as BIG FM's official music partner. The one-of-a-kind relationship in the radio industry will witness pioneering work in terms of **premium quality original music created by the top-of-the-line music talent at JAM8 for BIG FM**. The association will enhance the network's original content offering integrated with creative music solutions on radio and digital platforms thereby enabling an increased value proposition for the stakeholders.

Speaking about the association, **Asheesh Chatterjee, CFO, BIG FM** said, *"Music connects everyone and is a perfect medium to create a long-lasting impact in the minds of the listeners. With our association with JAM 8, we would deliver high quality music embedded in client's messaging. It will be further amplified on radio and digital providing visibility to a wider set of audience. We are proud to have associated with JAM8 and look forward to provide superior quality branded content with music at its core."*

Speaking about the strategic association, **music director Pritam** said, *"JAM8 prides itself in having top-notch talent in the music industry. Music is the best way to amplify any campaign and we are proud to associate with BIG FM to provide high quality original music composed by our talented set of artists. We look forward to an effective collaboration that will go a long way in fulfilling our shared objectives of promoting new talent and creating original songs."*

JAM8's expertise will now be combined with the creative strength of BIG to deliver original music for campaigns and brand integration led spikes as per the brief shared by the network. The long-term deal and the aligned objectives will intensify the network's delivery of distinctive concepts specific to the advertisers needs. The end product reflecting premium quality will cater to the crème-de-la-crème of the advertisers thereby providing a unique and targeted approach to the message delivery seamlessly integrated with music.

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