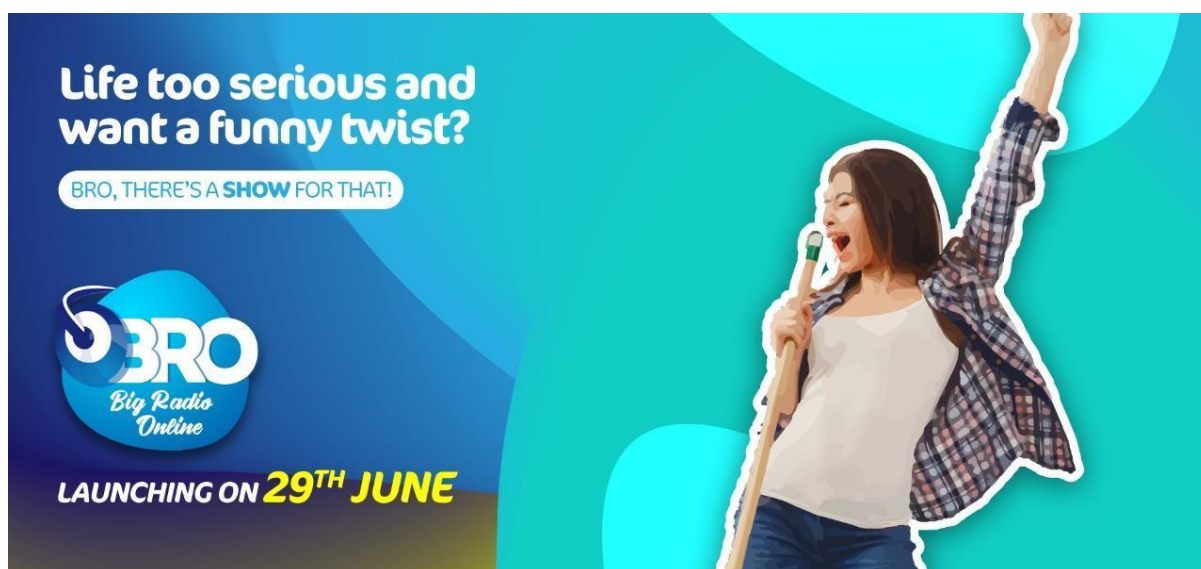


**BIG FM FORAYS INTO THE WEB RADIO SPACE,
INTRODUCES BRO – BIG RADIO ONLINE – A FUN, INSPIRING AND
INSIGHTFUL PLATFORM FOR THE YOUNG INDIANS!**



~ Through a host of diverse multi-genre shows, the platform aims to foster a bond with its dynamic audience to meet the rising demand for quality content ~



National, June 26th, 2020: BIG FM, one of the largest radio networks in the country, is all set to foray into the Live web radio space as it launches a fun and inspiring platform – **BRO – Big Radio Online!** Entering a new world where the synergy of radio and digital is imperative in the 'new normal', this digital offering sees the network take the next big step towards becoming a platform-agnostic audio entertainment company, reaching out to its audience through multiple touchpoints. In line with the network's endeavour to be a digital-first organization, BRO follows the successful relaunch of Bigfmindia.com into an OTT-esque website, introduction of the advertising platform Buyadsonbigfm.com and its recent digital content syndication with many leading global audio streaming platform for its select marquee properties.

Catering to the modern, affable and open-minded young adults of today, BRO will have a bouquet of inspiring shows spanning contemporary genres that the buzzing youth love to indulge in. As the perfect companion for this dynamic generation, BRO is available on bigfmindia.com/bro, and aims to create an engaging and immersive experience for young guns whilst forging a direct emotional connect. Through its content, BRO aims to touch every aspect of the life that is important to the youth of India. It boasts of a wide gamut of shows across genres ranging from Bollywood, career and lifestyle to romance, information and fashion. Catering mainly to the Hindi-speaking market, the line-up has been curated with entertaining content that is fresh, relatable and thought provoking, which will inspire the youth to bring a positive change in the society.

The line up comprises of light hearted radio drama series like **Teri Meri Stories**, fun and interactive sessions featuring Bollywood celebrities called **BIG Star Exchange**, **High Five** and **Big Local Connect** - an informative show that gives youth the perfect lowdown on the top 5 things they should follow on a range of topics and daily dose of local news from Indian cities respectively. It will also feature quirky

short audio content like **Pushpa** that pays homage to the iconic dialogue from Amar Prem, 'Pushpa...I hate tears' in a comic manner, **Miss Fire** based on a popular celebrity's style of banter on local topics with an unusual take and **Jumpstart** featuring eminent CEO's and leading giants of various companies who inspire with their success stories.

Commenting on the launch of BRO, **Mr. Abraham Thomas, CEO, Reliance Broadcast Network Limited** said, *"BRO is an important milestone in our journey as a radio network towards evolving into an audio entertainment company. In the 'new normal', digital audio will be an integral part of FM radio, and the attempt is to leverage our strength in local insights, local influencers and storytelling to cater to the emerging new audience and maximize the true potential of radio and digital to the maximum. Embracing technology with digital-led solutions, BRO serves as the perfect platform for the young adults who seek content that is entertaining as well as motivating. We are extremely excited to have curated such a thought-provoking platform that inspires the youth to make a positive change in the society."*

Mr. Sunil Kumaran, Country Head - Product, Marketing & THWINK BIG, BIG FM further added, *"BRO will be our streaming radio service catering to a younger audience. It leverages our strengths in the areas of content creation, strong regional insights and state of the art production capabilities to bring a powerful offering. While BIG FM caters to a mature audience, BRO will focus on the young and the young at heart. The shows on the platform are designed basis deep consumer insights and are a reflection of the attitudes and lifestyle of young India. It also takes into account that youth today is very participative and need to express themselves. The shows being online, the platform is accessible 24/7 from anywhere, anytime giving them the opportunity to engage with the platform on the go."*

Big FM has partnered with the renowned global digital audio technology company **Triton Digital®** for the launch of BRO, who are known for their credible repertoire of services across major platforms internationally. **Benjamin Masse, Managing Director, Market Development and Strategy at Triton Digital®** said, *"We are pleased to partner with BIG FM to provide them with all of the streaming audio technology and tools they need to power the BRO platform. We look forward to supporting the continuous growth and evolution of the platform, and to helping BIG FM provide an exceptional listening experience for their highly engaged audiences."*

The radio station's continuous efforts towards being a complete audio entertainment platform hasn't only paved the path of success but made the network age agnostic in its approach by catering to different audiences through its multiple offerings. As part of the network's digital transformation, BRO will not only provide information to enhance knowledge but further help towards understanding the audience tastes and preferences, both in the present as well as in the future.

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 lives of consumers. It will not just be about entertainment but a brand that has a purpose. With its extensive reach, localized content and credible RJs the brand will play the role of a 'thought inspirer' and an agent of positive change in society. The new tag line of 'Dhun Badal KeToh 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 reflects 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 www.bigfmindia.com

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