

**BIG FM IN ASSOCIATION WITH BENADRYL ANNOUNCES THE 5<sup>th</sup> SEASON OF ITS MOST SUCCESSFUL ON-AIR SINGING TALENT SHOW 'BENADRYL BIG GOLDEN VOICE' IN KOLKATA**

**THE SEASON IS ALL ABOUT 'MITTI KE SUR', EXCEPTIONAL TALENT, ORIGINAL SONGS & DIGITAL VIDEOS**

*~ All finalists will get a chance to create their original music videos and the Grand Finale winner will get a chance to release a video song composed by Bollywood's ace composer Anu Malik ~*

**Kolkata, 4th December, 2017: BIG FM, one of the India's largest radio networks** is back with the 5<sup>th</sup> season of the biggest and most successful running on-air singing talent hunt '**Benadryl BIG Golden Voice**' presented by **Benadryl Cough Syrup**, powered by **LIC Housing Finance** and online talent partner **Songdew.com**. With a commendable show put forth each season, this year will be even bigger and better with the property's extended presence across digital platforms and an altogether new theme - Folk Recreated. Fortifying this essence with the tagline '**Yeh Mitti ke Sur Koi Rok na Paaye**', BIG FM will unearth hidden talent across the country and give all the finalist an opportunity to record their original songs and videos. The participants will be judged by ace Bollywood composer, **Anu Malik** and the winner will get a mega opportunity to sing an original song specially composed by him.

Unlike other talent hunts which promise stardom and song release option to only the final winner, this show will give the opportunity to all the Top 10 finalists to record their original song and video. The opportunity is presented at the outset itself thereby making Benadryl Big Golden Voice a 'Show of Talent' than a Talent Hunt. Based on this year's theme, the Top 10 finalists will use folk music of India to re-create their original songs and perform it for the listeners. Bringing in an element of renewed engagement and delivering on the radio network's promise of providing more music, the singers will also reinvent the classic songs with contemporary compositions.

Entries will be invited through digital platforms of the radio network and a dedicated micro-site. 30 singers will be shortlisted from offline and online auditions. Listeners will then get the opportunity to select top 10 finalists among these singers through online/sms voting. Celebrity judge Anu Malik will help contestants groom their skills and become perfectionists to compete in the finale for the title. The video of the song featuring the Top 10 finalists will be released through Big FM's social media handles and will be amplified on digital.

Speaking about the association, **Dimple Sidhar, Vice President – Marketing, Consumer Products Division at Johnson & Johnson Pvt. Ltd.** said, "*Benadryl is proud of the association with Big Golden Voice for the 5<sup>th</sup> year. With more than 50 years of Doctor's trust and being the Number 1 OTC cough syrup brand in India, Benadryl understands the chaos a cough creates in a consumer's life. This chaos can rattle a singer's performance. Benadryl's promise is to provide efficacious solutions to stop this chaos so that you perform at your best. Benadryl BIG Golden Voice is a celebration of this promise.*"

Speaking about the launch of the new season, **spokesperson of BIG FM** said, "*Each year, Benadryl BIG Golden Voice has raised the bar among on-air singing talent hunts with its credible celebrity judges and brilliant winners going on to win recognition in the music industry. We feel proud to witness our long-standing association with Benadryl enter the 5<sup>th</sup> year. This edition will be carried out on a whole new level with a novel theme and a massive digital outreach. In our search for the next singing sensation with the theme - Folk recreated, we intend to capture the attention of different sets of audience. Also having activated our digital platforms for auditions and voting, we will be further raising our engagement across demographics and making this an effective platform providing extensive visibility to our partners.*"

Since its inception, Benadryl BIG Golden Voice has created benchmarks in the radio singing talent hunt space. The property has witnessed various highlights across seasons, such as winners marking their debut in the music industry, inviting entries from international talent and having renowned celebrity singers as the judges. Artists such as Abhijeet Bhattacharya (Season 1), Shankar Mahadevan (Season 2 & 3) and, Malik Brothers - Armaan and Amaal Malik (Season 4) have added to the credibility of the activity and contributed in scouting the best talent for Indian music industry.