

**POPULAR SINGER SONU NIGAM TO JUDGE THE 6<sup>th</sup> EDITION OF BIG FM'S AWARD-WINNING ON-AIR SINGING TALENT SHOW 'BENADRYL BIG GOLDEN VOICE'**

*Participants can send in their entries via call/Whatsapp/Facebook until 16<sup>th</sup> Dec*

**Mumbai, XX December, 2018: BIG FM, one of the India's largest radio networks,** has announced the **sixth season** of its highly-anticipated on-air singing talent hunt '**Benadryl BIG Golden Voice**' presented by **Benadryl Cough Syrup**. The show that aims at unearthing hidden talent across the nation was launched at BIG FM Studio by the most admired personality from the music industry **Sonu Nigam** who is also the judge this season. The renowned singer will also mentor the participants and will hone their skills to prepare for the finale. The 6<sup>th</sup> edition will revolve around the interesting theme of 'Sur Bane Humare' which will capture the diverse music of our nation in the most beautiful manner.

The event witnessed Sonu Nigam encouraging budding singers to send in their entries for **Season 6 of Benadryl BIG Golden Voice** before **16<sup>th</sup> December, 2018**. Moreover, he also stressed on the fact that how important is versatility for any singer and shared his thoughts on the qualities that he will be looking in a singer while judging the show. He appreciated the vast singing talent that exists in India and encouraged aspiring participants to give their best shot.

Mumbai participants can send in their entries via Facebook - <https://www.facebook.com/92.7bigfm/app/36495350702/> Or Whatsapp their entries on **9323927927**

Speaking at the event, **Sonu Nigam**, said, *"I am eagerly looking forward to discover new talent via this iconic show. The radio station has been pioneer in promoting original music and many great personalities have been associated with the show in the past. It gives me immense pleasure to come on board as a judge and also be a mentor to the young and aspiring talent. The Indian music industry is witnessing a sea change in terms of movies that are demanding a pool of creative voices. I am positive more and more singers will participate in the talent hunt and we will get to hear something fresh and new."*

The music property over the years has carved a niche in this space establishing itself as a 'Show of Talent' instead of a talent hunt platform as the participants get the opportunity to be seen and perform at the outset itself. In its previous edition, the platform agnostic property created quite a stir with the launch of engaging webisodes with the top 10 contestants for their digital platform. Keeping the mantle alive, this year too, '**Benadryl BIG Golden Voice**' will witness the perfect blend of Sonu Nigam's worthy presence and regional music coming into play. The participants will be selected through multiple rounds, with the local station level auditions taking place first to select city-wide winners. The city winners' voice will be played on-air with comments from the judge, before the 'top 10' of the show being picked. The journey on 'Benadryl BIG Golden Voice' Season 6 promises to be entertaining for both on-air listeners as well as the network's digital-first audience.

The show hasn't only been able to spot the best talent for the music industry but pushed an envelope when it comes to providing best entertainment to the listeners with a dose of new and refreshing elements. The journey on 'Benadryl BIG Golden Voice' Season 6 promises to be a memorable one for both listeners as well as the radio station.

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