

BIG FM launches the biggest audio entertainment show 'Dhun Badal Ke Toh Dekho 2' with Sadhguru

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~ The show, in collaboration with Isha Foundation, will air Monday-Friday, 8am – 9 am and promises to guide listeners on a host of topics such as relationships, work & success, spirituality, leadership and mental well-being amongst others ~

National, February 09, 2021: **BIG FM**, one of India's leading radio networks that is known for empowering people and changing mindsets through its various initiatives and content, launches the second season of its biggest audio entertainment show '**Dhun Badal Ke Toh Dekho**'. Carrying forward its brand ethos of adding value to the lives of listeners, the show is hosted by the philosopher, visionary humanitarian and Padma Vibhushan recipient, **Sadhguru**. In collaboration with Isha Foundation, the show sees the renowned author & Yogi host engaging conversations pertaining to topics like relationships, health, science, youth, spirituality, religion, work, society & success amongst many others, **Monday to Friday, 8:00 am – 9:00 am** with repeats in the afternoon at **4:00 pm** across all of BIG FM's 58 stations.

While the previous season hosted by popular Bollywood actor Vidya Balan brought forth relevant social topics and sparked positive conversations around them, Dhun Badal Ke Toh Dekho 2 with Sadhguru aims to bring listeners moments of clarity so as to gather thoughts around oneself and their surroundings. The show will help listeners gain clarity & motivation and use these learnings to adapt to their day-to-day life, especially while facing challenging situations. Every day, the show will start with 'Sadhguru's quote', a monologue that will inspire audiences to see the silver lining in every situation. This will be followed by engaging conversations between him and Shankaran Pilai, a fictional character seen in many of his discourses. Add to that, the spiritual guru will shed light on a range of topics that will see his vision show us the way to a better life.

Making the show all the more inclusive for participants, a host of celebrities, listeners and influencers shall narrate the paramount effect of Sadhguru on their lives in what is sure to empower and inspire the audiences. During the weekend, the show will also host a special two-hour highlight segment which will focus on the best of the week. Being content partners, Isha Foundation has been instrumental in the collaboration and development of the show. BIG FM will also launch a theme song for the show, featuring BIG RJs, which will be based on the positive aspects of life, hope and new beginnings as we are set to take on the new year.

Speaking about the show, **Sadhguru** said, *"Through the show, we will focus on topics that are important for the youth - career, love, relationship, health, fitness, we will aim to address all of that. There is also a significant segment today in the world amongst the youth who are interested in spiritual process, mysticism, wanting to know what is beyond. We will do our best to see that we touch their lives in some way in the brief period of time that we have."*

Commenting on the show, **Sunil Kumaran, Country Head - Product, Marketing & THWINK BIG, BIG FM** said, *“The first edition of ‘Dhun Badal Ke Toh Dekho’ gave us a great opportunity to connect with the listeners on topics that were never explored or discussed on a radio platform before. With season 2, we are elated to bring something new for our listeners once again with our collaboration with Isha Foundation and none other than Sadhguruji at the helm. In these trying times, we believe it is important to discuss issues which concern all age groups and with an eminent philosopher like Sadhguru ji, as our guiding light, we are certain that this season too will leave a lasting impact on our listeners. At BIG FM, we want to leave no stone unturned in entertaining our listeners as well as going the extra mile to make a difference to their lives. We are certain the show will strike the right chord with the audiences.”*

Dhun Badal Ke Toh Dekho Season 2 with Sadhguru not only aims to entertain listeners but also to inspire them to take necessary steps in their life so as to add value to the society. Taking the season 2 a notch higher this year, it is also going to be available across multiple platforms. In addition to on-air on BIG FM, it will be available on BRO (BIG Radio Online) and over 10 leading audio streaming platforms like Aawaz.com, Spotify amongst others. The show will also be available on www.bigfmindia.com, BIG FM YouTube channel <https://www.youtube.com/user/The927bigfm> and smart speaker universe like Alexa. The show is being extensively promoted across BIG FM and its partners’ social media platforms in order to reach every corner of the society with a message of hope and positivity.

So don’t forget to tune-in to the show, Monday to Friday, 8 am – 9 am with repeats at 4 pm only on BIG FM!

ABOUT BIG FM:

BIG FM, one of India's largest radio network with 58 stations, reaches out to 1200+ towns and 50,000+ villages and over 45 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, localised 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.

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