



**92.7 BIG FM, IN ASSOCIATION WITH PANTALOONS, PRESENTS 4<sup>TH</sup> EDITION OF  
XAAT BIHUR XAAT XUR IN ASSAM**

**Or**

**92.7 BIG FM, IN ASSOCIATION WITH PANTALOONS, RINGS IN THE 4<sup>TH</sup> EDITION  
OF XAAT BIHUR XAAT XUR IN ASSAM**

**Or**

**FESTIVITIES GALORE IN ASSAM AS 92.7 BIG FM, IN ASSOCIATION WITH  
PANTALOONS, LAUNCHES 4<sup>TH</sup> EDITION OF XAAT BIHUR XAAT XUR**

THE WEEK-LONG CELEBRATION WILL BE HOSTED BY POPULAR RJ'S SHUBHANKAR, SUJITA AND  
AALIYA

**National, April 18, 2019: 92.7 BIG FM, one of the largest radio networks in India, successfully launches the 4<sup>th</sup> edition of Pantaloons Presents Xaat Bihur Xaat Xur show this Rongali Bihu** a festival which showcases the rich cultural heritage of Assam. The week-long celebrations commence April 14 and shall conclude on April 20. Hosted by Rj Shubhankar, Rj Sujita and Rj Aaliya, the show will be aired between 5 PM to 7 PM with a repeat broadcast from 10 PM to 12 AM.

The festival marks the auspicious beginning of the Assamese New Year, which is celebrated by the radio network every year with a special and unique theme. To honour the true essence of the region, the theme this year is 'let's celebrate the evergreen music of Assam'. The show will witness popular celebrity singers including Dikshu Sarma, Deeplina Deka, Pranamika Goswami, Mantumoni Saikia, Rupam Bhyuan, Pompei Gogoi and Kallol Barthakur who will be dedicating their performances to legendary Assamese singers.

To kick start the show, 92.7 Big FM organized a musical evening at Roodraksh Mall, Bhangagarh on 7<sup>th</sup> April with live performances by seven popular singers from Assam including Deeplina Deka, Jeena Rajkumari, Pranamika Goswami, Chayanika Bhuyan, Mayuri Saikia, Geetali Kakati and Geetanjali Das. The launch event saw them performing to soulful Assamese hits, gathering thousands of audience at the venue. Apart from the celebrities, Rj Shubhankar & Rj Sujita were seen engaging with the audience at the launch through fun interactions and games where they gave away huge gratifications including Pantaloons vouchers.

On the occasion, **spokesperson from BIG FM** said, *"Further extending our association with Pantaloons, we are glad to be back with the 4<sup>th</sup> edition of Xaat Bihur Xaat Xur, which is a celebration of togetherness. We, at BIG FM, have been creating and disseminating content depending on the region and keeping listeners preference in mind. This is one such festival which gives us an opportunity to connect with our*



*listeners directly. Playing a crucial part here has been Pantaloons, who we'd also like to thank for their constant support."*

Speaking on the occasion, **spokesperson from Pantaloons** said, "With Bihu marking the onset of the New Year, Pantaloons brings in the festive vibe with its latest summer styles. We are happy to be associated with Big FM for Xaat Bihur Xaat Xur, a festival which brings local communities together. What can be a better way to celebrate the festival with our audience along with BIG FM, a brand that resonates well with our philosophies and brings out the fun side of Pantaloons."

Pantaloons is constantly innovating designs, concepts and products by infusing the latest styles in its offerings. The summer range boasts an array of contemporary styles for men, women and kids. This New Year, Pantaloons presents Xaat Bihur Xaat Xur is also supported by partners including Roodraksh Mall, Aeromica, Prajapati Axomiya Gahana, Rang, Time8, Need advertising, Studio Heron and Aroma. The on-air elements from the show will also simulcast on the radio station's digital platforms, thereby bringing the performances closer to the masses and providing the required combination of audio and visual entertainment to listeners across the city.

#### **About BIG FM:**

BIG FM, One of India's largest radio network with 59 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 'DhunBadalKeTohDekho' 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 DhunBadalKetohDekho 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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