



## **RAMKY Group joins hand with 92.7 BIG FM once again to promote the BIG Green Ganesha Campaign**

### ***Celebrities, NGOs and school kids to be part of the campaign***

**Mumbai, 20<sup>th</sup> August, 2011:** **92.7 BIG FM**, the country's largest FM radio network was the first radio station in the country to launch the environment friendly BIG Green Ganesha Campaign & is currently in its fourth year. For the second time Hyderabad based **RAMKY Group** will join hands with the channel to reinforce the importance of celebrating the festival in an environmental friendly fashion.

This unique campaign has been an overwhelming success over the last 3 years spreading awareness on simple environment friendly initiatives one can undertake during this festival. Now in its 4<sup>th</sup> year, the BIG Green Ganesha campaign has gained tremendous popularity among the masses and has become a synonym with 'environment friendly celebrations'.

Ramky Enviro Engineers Ltd, (REEL) is India's largest and Asia's leading Waste Management, Recycling and Environment Engineering company, that works to protect and conserve the environment by disposing waste in an eco friendly and scientific manner. The Ramky Big Green Ganesha is 92.7 BIG FM's endeavor for creating awareness during the Ganesh Chaturthi festival which has an immediate and spontaneous connect with the people in Mumbai and the rest of India. This was the main reason for RAMKY Group to get on the same platform with 92.7 BIG FM once more.

The Ganesh Chaturthi festival has an immediate and spontaneous connect with the people in Mumbai. The unique and innovative ground level promotions which will involve celebrities, school children, NGOs and physically challenged children who will be actively involved in activities such as newspaper collection from housing colonies, bus and train ticket collection from passengers and collection of bills from shoppers in malls and markets. Finally all this paper will be used to make the BIG Green Ganesha.

The campaign engages lakhs of Ganesha devotees & thereby giving marketers and advertisers a great opportunity to showcase their brands on a platform as huge as the BIG Green Ganesha Campaign. This initiative will be conducted across 13 markets where Ganesha festival is celebrated, namely, Mumbai, Surat, Baroda, Rajkot, Indore, Bhopal, Gwalior, Sholapur, Goa, Bangalore, Hyderabad, Vizag and Chennai.

*Commenting on this campaign **Soumen Ghosh Choudhary, Business Head, 92.7 BIG FM** says, "We at 92.7 BIG FM are very proud to be associating with RAMKY Group once again to reinforce the message of being sensitive to our environment during the course of this auspicious festival. Our objective is to reach out to as many people as we can to spread this very relevant message. With each passing year we have seen this initiative gaining momentum and are very happy that people are also very enthusiastic about this campaign."*

*Speaking about the endeavor, **Mr. M. Goutham Reddy, MD, Ramky Group and Mr. Raman Nanda, MD, Ramky Enviro Engineers Ltd** said, "Last year, the Ramky Big Green Ganesha made a huge impact on the people with the Ganesha's made from paper and the message of using eco-friendly Ganeshas was appreciated by everyone. This year also we urge everyone to shift to eco-friendly idols and make a difference to the environment."*

#### **About Reliance Broadcast Network Ltd.**

*Reliance Broadcast Network Limited is a multi-media entertainment conglomerate with play across radio, television, intellectual properties and out of home. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. 92.7 BIG FM – India's largest FM Network with 45 stations, reaching over 3.57 crores Indians each week. BIG CBS – A joint venture with CBS Studios International, USA's No. 1 TV broadcaster which is launching 3 Channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark. BIG MAGIC – marks the Company's entry into the regional entertainment space. The Channel is positioned as India's only Channel exclusively for the Hindi Heartland, featuring locally relevant entertainment around humor, music and Bollywood. BIG LIVE – This division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms. BIG STREET – In the business of acquiring and marketing of long term premium out of home inventory. BIG PRODUCTIONS - This division functions as a television content production house catering to the diverse creative needs of the Indian television landscape. For more information, log on to: [www.reliancebroadcast.com](http://www.reliancebroadcast.com)*

#### **About Ramky Group:**

*Ramky Group, a Rs. 6,000 Crore conglomerate with a project execution pipeline of Rs. 18,000 Crores in value, is a professional organization located in Hyderabad, with regional offices at Delhi, Mumbai, Ahmedabad, Bangalore, Chennai, Bhopal and Kolkata and 55 project offices across India, Singapore, UAE, Oman, Saudi Arabia, Gabon and Nigeria. The Group has progressed at a consistent pace to become one of India's leading players in the infrastructure development and environment management sectors. As part of its blueprint to be an active participant in global economic progress, the Group has augmented its potential in key growth sectors including Infrastructure, Construction, EPC, Waste & Water Management, Real Estate, Farming, Manufacturing & Research*

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