

## 92.7 BIG FM ACKNOWLEDGES VOTERS ISSUES VIA 'MERA MANIFESTO' CAMPAIGN THIS ELECTION SEASON

*~ The initiative aims to highlight concern of the common man in front of the respective parties and candidates ~*

**Kolkata, XX April 2019: 92.7 BIG FM, one of the largest radio stations in India, have always believed in catering to the pertinent issues that affect the entire country. Keeping in mind the recent transformation - *Dhun Badal ke Toh Dekho*, BIG FM has come up with an altogether innovative and appealing approach to connect with the citizens ahead of the ongoing 2019 General Elections. With the launch of the 'Mera Manifesto' campaign, the radio station intends to bring out PEOPLE'S manifesto instead of political parties' manifestos, which are rolled out before the elections. The core intent of the initiative is to strike conversations amongst listeners and thereby bring forth key issues of the city.**

RJs from all cities will visit the different constituencies 2 weeks in advance from the day of voting and highlight the issues that haven't been addressed in the longest time. In the station's bid to reach out to the masses as excitement during the election season hits fever pitch, voters, across multiple constituencies, will be asked to share their manifesto which would encapsulate their expectations from the elected government.

Speaking on the campaign, **RJ Kaushik** said, *"The party manifesto plays a critical part in the election process, as it helps the voter to select the leaders of tomorrow. The PEOPLE's manifesto in this campaign, that caters first to the voter's expectations, will not only bring a change in the mindset of the people towards elections, but will also help restoring the faith of youth in the political system."*

This activity is culminating into the radio station requesting their listeners to exercise their fundamental right to vote. Further amplifying the campaign's reach to the next level, popular RJs including RJ Raginee and RJ Shahnawaz from Ranchi, RJ Pankhuri from Bareilly, RJ Aryan from Goa, to name a few, have been appointed by the Election Commission to influence people to come out and vote on the D-Day.

### **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 'Dhun Badal Ke Toh 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 Badalke 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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