

92.7 BIG FM AMPLIFIES THE GANESH FESTIVAL FERVOUR FOR MUMBAIKARS BY ASSOCIATING WITH LALBAUGHCHA RAJA FOR THE 11th CONSECUTIVE YEAR

BIG FM will release a festive jingle specially curated by popular music composer Pritam Chakraborty's music production house JAM8 that will further amp up the Ganesh festival celebrations

Mumbai: With Mumbai's most revered festival Ganesh Chaturthi around the corner, **92.7 BIG FM, one of India's largest radio networks** is marking the celebrations by associating with the very famous **Lalbaughcha Raja for the 11th year** in a row. The radio station in Mumbai will continue with its annual tradition of airing its shows live from the pandal with shows by popular **BIG MJs including BIG MJ Dilip, BIG MJ Sidharth and BIG MJ Rani** across the 10-day engaging activity. Delivering on its promise of providing more music to its listeners, 92.7 BIG FM will also be releasing a jingle for the festival specially curated by JAM8; a music production house helmed by renowned music composer Pritam Chakraborty.

Speaking about the 10-day activity **BIG MJ Dilip** said, *"The fact that we have been following this tradition of airing live from Lalbaughcha Raja for over a decade is truly remarkable. All these years, as a part of this event, I have witnessed devotees come in huge numbers and pay their due respect to Lalbaughcha Raja. This place for the entire 10 days reflects true devotion and it gives us immense joy in relaying the happenings at the auspicious location across Mumbai by airing our show live from here. I look forward to an exhilarating experience by connecting with the visitors as well as the devotees on-air."*

92.7 BIG FM Mumbai will engage the listeners and devotees alike with its **10-day long** special programming line-up consisting of extensive and exclusive coverage from Lalbaugh on-air, on-ground and on its digital platforms from **7:00 am to 8:00 pm**. The festive fervor will reverberate among the locals as BIG MJs will bring live aarti from their studio booth at Lalbaugh thrice a day on-air. Daily listener interaction around Ganesh Chaturthi celebrations and many other related aspects will form a major part of the jock talk during the festive period. The radio station will also bring interesting tidbits and anecdotes from celebrities visiting Lalbaughcha Raja to seek blessings and participate in the festivities."

In-keeping with its tagline '**SunoSunao Life Banao**', 92.7 BIG FM will also bring updates by BIG MJs on the traffic situation in and around the area along with information on the arrangements done by the authorities to smoothen the process. Interesting contests on radio and social media platforms of the radio station will provide a chance to the listeners to win unique gratifications. All in all, the radio station with its interesting activity line-up will make the occasion memorable for Mumbaikars.