

BIG FM LAUNCHES 'BuyAdsOnBigFM.com', A SELF SERVICE PORTAL TO BOOK ADS ON THE RADIO NETWORK

- Automated self-service portal '**BuyAdsOnBigFM.com**' for SMEs, brands and entrepreneurs to request for jingles, plan media, place order and pay online
- The portal improves reach, provides efficiency, brings in transparency, standardized solutions, dashboard for invoice and broadcast certificates providing a frictionless experience
- Loyalty programs and exclusively designed festive ad offers available only on the portal

National, 8th-10th Oct 2018: BIG FM, one of India's largest radio networks has launched '**BuyAdsOnBigFM.com**', enabling the long tail, retail SMEs and entrepreneurs to conveniently advertise with BIG FM by placing their ad requests on the portal. Apart from booking ads, the platform also offers a dashboard for ad rates, invoices & broadcast certificates and online payment options. '**BuyAdsOnBigFM.com**' app will soon be available on IOS and Android platforms.

The radio network with 59 stations provides an unparalleled reach not only in metros but in Tier-2 and Tier -3 cities as well, making it one of the most important and strongest medium for advertisers. The self-service portal will enable the advertisers to reach out to their target customers with customised plans based on region, city or cluster, giving them a competitive advantage. Additionally, BIG FM will be providing access to a 24/7 call centre and chat bots to address any incoming queries on '**BuyAdsOnBigFM.com**'. BIG FM will also appoint direct selling agents, to on board advertisers for a frictionless experience.

Speaking about the development, **Mr. Asheesh Chatterjee, CFO, BIG FM** said, "Big FM is proud to launch '**BuyAdsOnBigFM.com**', which will allow our advertisers and agencies to **request for jingles, buy ad inventory and pay online**. '**BuyAdsOnBigFM.com**' is a part of our digital transformation journey which will significantly enhance customer service and showcase transparency. The advertisers will also be able to avail exclusive special loyalty and festive offers."