

BIG FM CELEBRATES THE INDOMITABLE SPIRIT OF BENGALURU THROUGH THEIR LATEST SHOW 'NAMMA SUPER BENGALURU' WITH RJ ROCKSTAR ROHIT

~ The show, airing from 5:00 pm to 9:00 pm, every Monday to Saturday, brings to fore the various aspects that makes Bengaluru and its people Super ~

National, 27th May, 2021 – Through their unique content and thought provoking offerings, **BIG FM**, one of the leading radio networks of the country, is known to provide entertainment with a purpose and inspire its listeners. In line with their brand ideology, the radio network recently launched its latest show '**Namma Super Bengaluru**' with **RJ Rockstar Rohit** which celebrates the unrelenting and enterprising spirit of the Bengalureans. Known to regale some of the best personalities on air with his witty, dynamic and relatable persona, fan's favourite RJ Rockstar Rohit will build a connect with listeners by lauding the many aspects that prove why there is no other city like Bengaluru, also known as the Silicon Valley of India. The awe-inspiring show airs from 5:00 pm to 9:00 pm every evening from Monday to Saturday.

The city of Bengaluru is known to be a melting pot of cultures. From delicious food and architecture heritage to being a hub for innovation and technology, it has carved a niche for itself as one of the most progressive cities in India. The rich arts and culture and the graciously warm people further sets it apart. Through the show, Namma Super Bengaluru, BIG FM celebrates every aspect of the city that makes it Super! The show also features Super Bengalureans who have made the city and its people immensely proud. This includes entrepreneurs and innovators to locals heroes who are bringing about a positive change in the society through their work. The show will also celebrate and rejoice the various pride aspects as it features and sheds light on the city being the breeding ground for start ups and putting India's IT sector on the global map along with talking about its people who are extremely free-spirited, culturally rich and enterprising.

Commenting on the show, **Mr. Sunil Kumaran, Country Head - Product, Marketing and THWINK BIG, BIG FM** said, *"Bengaluru is one of the most diverse and inclusive cities in our country. It is the perfect confluence of modern advancements and traditional culture, coupled with the relentless spirit of the people. Through our new show Namma Super Bengaluru we are celebrating everything that makes this flourishing city distinctive and welcoming. We are certain that RJ Rohit will engage and enthral listeners with its relatable and localized content while also reinforcing a positive effect on people."*

Speaking about the show, **RJ Rockstar Rohit** said, *"As a Bengalurean, I feel proud to be part of a show which commemorates the spirit of my home city and its people. I look forward to engaging with my audience with our culturally enhanced content and empower them through fascinating and inspirational conversations of our local superheroes along with*

various enriching interactions and contests. I would like to thank BIG FM for giving me the opportunity to entertain my listeners through this power packed show.”

Furthermore, in the last few months, people from all walks of life are coming forward like never before to selflessly help the ones in need in whatever capacity they can. Namma Super Bengaluru is shining the spotlight on these local superheroes and the amazing work done by them. Adding to the listener engagement, the show will also feature celebrity interactions and a series of contests ensuring the listeners are hooked to the show. The show is being extensively promoted across social media platforms of BIG FM and its partner platforms. Keeping the ever-growing interest of the listeners in audio, the show is perfectly in sync with the brand’s philosophy of ‘Dhun Badal Ke Toh Dekho’.

So, tune in to BIG FM’s Bengaluru station, Monday-Saturday from 5:00 pm to 9:00n pm to engage, interact and listen to the inspiring stories of local superheroes.

About BIG FM:

BIG FM, One of India's largest radio network with 58 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 KeToh 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 Badal ke 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.

XXXX