



BIG FM JOINS THE BATTLE AGAINST DROUGHT IN MAHARASHTRA

~ CELEBRITY RJ VRAJESH HIRJEE ALONG WITH LISTENERS TRAVELLED TO UDACHIWADI NEAR PUNE TO VOLUNTEER AND OFFER SHRAMADAAN~

-THE RADIO STATION CONTRIBUTED IT'S BIT TO ERADICATE DROUGHT FROM THE STATE-

Mumbai, May 22, 2019: Abiding by the motto of purpose-oriented entertainment, **92.7 BIG FM, one of the largest radio networks of India**, inspires listeners yet again to tackle issues differently. Taking the practical route of action-led solution rather than shooting complaints at authorities, Mumbai's number one morning RJ, actor Vrajesh Hirjee joined hands with Udachiwadi, a village participating in Paani Foundation's Satyamev Jayate Water Cup 2019 competition. Paani Foundation, founded by Aamir Khan and Kiran Rao, is a non-profit focused on empowering villages to become water-abundant, with the mission of eradicating drought in Maharashtra. Providing a rousing contribution to this cause, BIG FM's celebrity **RJ Vrajesh Hirjee** reached out to countless listeners to offer shramadaan. On May 18, 2019 He travelled to **Udachiwadi** with a team of listeners to help, volunteer and offer *Shramadaan (voluntary labour)* to build watershed management structures.

In the weeks preceding the May 18 shramadaan effort, Vrajesh has been highlighting the problem of water shortage in the state, along with the help that's required in these villages, on his show "*Mumbai Maska Maar Ke*". Along with engaging listeners and spreading awareness on this matter, he also spoke to renowned actors like *Girish Kulkarni, Atul Kulkarni, Jeetendra Joshi* among others. As an extension to the radio campaign, RJ Vrajesh, along with 80 listeners, contributed his support and labour to villagers who are battling drought and water shortages. The team contributed its bit in creating watershed management structures that help in rainwater harvesting and added their mite to changing the lives of thousands of people.

Talking about the noble cause and the effort put into it, **RJ Vrajesh** said, "*Water is fast becoming a depleting resource. The day isn't too far when the water reserves will run dry, as is the case in some parts of the world already. This year, along with 80 listeners, I participated along with the villagers to do Shramadaan towards this revolutionary cause. It's been something we all feel very proud of. I am grateful to BIG FM and Paani Foundation as they trusted me to spearhead this particular initiative in Udachiwadi village. Being part of a social cause, brings an unparalleled contentment nothing can match up to.*"

The radio station along with countless Mumbaikars came forward to support the cause by helping with the physical labour. This was the perfect example where people witnessed unity and strength. This year, nearly 5,000 villages are taking part in the Water Cup, an initiative by Paani Foundation which began on 8th April and will end on 27th May.

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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