

## 92.7 BIG FM GETS DELHI THEIR ULTIMATE BHUKHYAMANTRI, A FUN FOOD AMBASSADOR TO ADDRESS CITY'S FOOD CULTURE

*~Celebrated foodie MJ Khurafati Nitin to lead the campaign and solve food-related issues faced by the common man in the capital city~*

**New Delhi, October 17, 2018:** With festivities around the corner, Delhi gets its own *BhukhyaMantri* - *'The Prime Minister of everything related to food'* in the form of foodie MJ Nitin. **92.7 BIG FM**, one of India's largest radio networks known for entertaining listeners with its ground-breaking content, is all set to explore the real flavors of the city, adding more taste to the celebration. Celebrity MJ Nitin, will engage with and address concerns of listeners with regards to food across the city.

MJ Nitin, who is a BIG foodie himself, will not only offer solutions and remedies to food problems, but will also explore multiple destinations famous for their recipes. MJ Nitin will provide respite to food related issues in Delhi including must-try restaurants and their special dishes, food hygiene, mismatched combos and food rights.

The transformation journey from being a prankster to announcing himself as a *BhukhyaMantri* also has an interesting history. Being a hardcore foodie, MJ Nitin has been regularly invited across various restaurants in the city. His followers, hooked on to this, started raising their food related concerns by calling him on his show. When things came to a head, MJ Nitin took the onus to set things right in Delhi's food scenario.

Speaking about the initiative, MJ Nitin said, *"I have come across so many food challenges that people face. My goal is to address these issues that everyone faces but doesn't know how to solve these problems. The best part about being BhukhyaMantri is that it allows me to be myself rather coming across as a hard core food critic which I wouldn't have been comfortable with. I aim to bring the best on the table while spreading more happiness to people's life via music and food."*

Some celebrities who have also extended support for the initiative are Sonu Nigam, Rhea Chakraborty, Varun Mitra, Aayush Sharma, Warina Hussain, Manushi Chillar and Sharman Joshi to name a few.

<https://www.facebook.com/delhi92.7bigfm/videos/346370646113505/>

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*Stay tuned to know more on BhukhyaMantri and his festivities!*