



92.7 BIG FM CELEBRATES HOLI, THE COLOR OF JOY

-conveying the message of Stay Safe during the festival

Kolkata, 28th February, 2018: **92.7 BIG FM, India's No. 1 and largest radio network**, has always taken a leap forward when it comes to celebrating different Indian festivals in its own unique style. This year too they are all set to celebrate the *color of joy* in a combined way of music-devotion-tradition-humor.

Music has always healed a millions of heart while the magic of color remains in its power of coloring all sorrow into happiness. **92.7 BIG FM** this year left no stone uncolored in celebrating nation's biggest & most cherished festival HOLI. The radio network, aims to specify that this festival is also about the victory of good over evil, the arrival of spring, end of winter, and for many a festive day to meet others, forget and forgive, and repair broken relationships.

On this Holi, 92.7 BIG FM will ensure to provide diverse content of the festival to its Listeners. On the Musical front, BIG FM will entertain its listeners by tuning in holi special music all day across. The radio network will make their listeners cherish the special day by holding an on-air devotional talk show featured on Sri Krishna & the Brijwasi. Holi is also the festival of fun & laughter, keeping that in mind BIG FM with the popular & versatile **Tollywood actor Paran Bandopadhyay**, will tickle the funny-bone of listeners with his dose of humor.

Speaking on the occasion, **MJ Arindam Ganguly of 92.7 BIG FM** said *"It was an absolutely delightful experience to share the various traditions of dol-yatra with the Listeners. There is immense traditional value attached to this age-old festival & I am honored to share the different traditions & story of Dol yatra with the listeners. I wish all of you a joyful-colorful indeed a Safe & Happy Holi"*

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