



## 92.7 BIG FM TO CELEBRATE THIS REPUBLIC DAY WITH *'ONE NATION, ONE SONG'*

Kolkata, 24<sup>th</sup> January, 2018: 92.7 BIG FM, India's No. 1 and largest radio network, known for pioneering innovative and relatable content, has announced to celebrate India's 68<sup>th</sup> Republic Day in a Patriotic way through **'One Nation, One Song'**.

Music is an integral part of all celebrations, 92.7 BIG FM aims to promote the rich history of Patriotism by uniting the country together on this Republic Day. The radio channel will celebrate India's 68<sup>th</sup> Republic Day in a musical way by creating a national song. India is a country with various regional languages, culture & traditions. 92.7 BIG FM will invite singers from each state to sing a regional song which is not in their mother tongue, to give the singers a feel of other state's culture & traditions. Like a Bengali singer will sing a Gujarati song. A medley of this will be played as a lead- in to republic day celebrations On-air and its video will be released across the digital and social media platforms of BIG FM .This is an unique initiative by BIG FM to unite the singers as well as the listeners & make a difference by removing the language barrier on this Republic Day.

Speaking on the occasion, **MJ Khas Koushik, 92.7 BIG FM's popular show ' Khas Adda'** said *"I feel proud to be a part of such initiative "One Nation, One Song". Republic Day is a day to remember that India is a one united Country & that Music can heal everything and brings the nation together. We at BIG FM look forward to build more such wonderful memories and spread smiles across our listeners."*

**MJ Nilanjan, 92.7 BIG FM's most lively show 'Ami Kintu Serious'** says, "I feel extremely happy to be a part of this initiative adopted by 92.7 BIG FM. This year, the radio network has made Republic Day extremely special. Lastly, I would like to wish all a very Happy Republic Day."

92.7 BIG FM's **'One Nation One Song'** will further appeal and offer content that strikes a powerful connects with its listeners. The idea is to blur the differences in terms of language & region, and look at India as a whole through music. This song will collate music from different parts of the country.