

## **Unravelling the mystery behind the different voices, BIG FM introduces RJ Aabhimanyu in Delhi as the new host of 'Damdaar Evenings'**

*~ RJ Aabhimanyu will be entertaining listeners with his impeccable sense of humour and unique ability to converse in different voices during the evening show ~*

**National, 27th January 2021: BIG FM**, one of the leading radio networks in India, that has time and again presented inspiring and entertaining content to listeners has finally revealed the mystery behind the different voices for their evening show in Delhi! The radio network has announced a new Radio Jockey, **RJ Aabhimanyu** who will be hosting the show '**Damdaar Evenings**' for the network's Delhi station. Known for providing entertainment with purpose, BIG FM has some of the biggest personalities as RJs who have carved a niche for themselves with their inimitable style, the multi-faceted Aabhimanyu is yet another powerhouse addition to the radio network's ensemble of radio jockeys who is all set to rule the hearts with his energy and charisma.

BIG FM with the new show '**Damdaar Evenings**, will aim to unwind the Delhiites and make their evenings *Damdaar* with **The Powerhouse of talent RJ Abhimanyu**. RJ Abhimanyu, with his zestful humour and amazing wit, will connect with listeners of Delhi to entertain and inspire them every Monday to Friday 5pm to 9pm. RJ Abhimanyu is a singer, sports enthusiast and a writer who brings with him a huge fan following amongst youth making for an extremely versatile and talented jockey.

Making the evening all the more power-packed, the new show '**Damdaar Evenings - Dilli Ke Powerhouse Abhimanyu Ke Saath**' will feature contests, old Bollywood movie trivia, traffic and weather updates along with a host of interactive and engaging activities. Using different vocal styles, he will also host multiple celebrities, making Delhi's evenings even more *mazedaar*.

Speaking about the same, **Mr. Sunil Kumaran, Country Head - Product, Marketing and THWINK BIG, BIG FM** said, *"We are certain that our new show Damdaar Evenings with RJ Aabhimanyu will engage and enthral listeners with its fun and relevant quotient. Being a multi-talented artist, he will surely forge an instant connection with the Delhiites, keeping them hooked to the show. At BIG FM, we have always believed in presenting content which is inspiring and provides entertainment with a purpose. Our endeavour has always been to introduce RJs that are relatable and have a distinct voice of reason. We wish RJ Aabhimanyu all the best on this new journey."*

Talking about his new show and association with BIG FM, **RJ Aabhimanyu** said, *"I am really thrilled to have the opportunity to work with BIG FM, one of the leading and recognized brands in the radio space. I love interacting with people and I am excited and eagerly looking forward to engaging with the audience in different avatars. I will try to keep the city's spirits high with a power packed show and that's the commitment I would like to keep to my listeners."*

BIG FM had a unique campaign planned for the launch of their new show and RJ which had piqued listener's curiosity. The days before the grand reveal were filled with excitement as BIG RJs from the capital city hosted the evening show for an entire week. Giving listeners a sneak peak of what was in store, these RJs would receive a phone call where different people wanted a particular someone to be the host of the show. It was later revealed that that it was infact RJ Aabhimanyu who was calling the RJs in different voices. The

fun didn't stop there as RJ Aabhimanyu hosted the evening show for over a week in different voices without revealing his identity, confusing listeners and at the same time ensuring they were hooked to the station.

Damdaar Evening with RJ Aabhimayu is being extensively promoted through digital videos and voices of his different characters across social media platforms of BIG FM. Keeping the ever-growing interest of the listeners in audio, the show aims to stay true to its brand philosophy of 'Dhun Badal Ke Toh Dekho' by keeping the listeners hooked to the radio throughout.

**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.

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