



92.7 BIG FM LAUNCHES VIDYA BALAN'S FIRST EVER RAP VIDEO FOR HER RADIO SHOW MUTHOOT BLUE DHUN BADAL KE TO DEKHO WITH VIDYA BALAN PRESENTED BY MUTHOOT FINCORP.

Video Link:

National, April 9th, 2019: BIG FM, one of India's largest radio networks, launched the biggest audio entertainment show in the history of radio, MUTHOOT BLUE 'DHUN BADAL KE TO DEKHO WITH VIDYA BALAN' presented by MUTHOOT FINCORP. The debut of this versatile actress as a radio jockey has been the talk of the town. Fuelling anticipation comes the highly-awaited rap video, which Vidya Balan has sung herself for the first time for her radio show with BIG FM. In the video of this rap song, the superstar can be seen rapping for the very first time and slaying with confidence. Slated to release on **25th March**, the show will air every weekday evening from **7 PM to 9 PM**, with repeats on **Saturday** and **Sunday** from **5 PM to 9 PM** across **HSMs**. A special highlights segment named Muthoot Blue presents **Dhun Badal ke toh Dekho with Vidya Balan - SPOTLIGHT**, will be aired across **Monday to Friday** between **01:00 PM to 02:00 PM**.

Keeping in mind the essence of the show which aims to bring imperative social topics to the forefront, the rap by the actress highlights the stereotypical mindset and touches upon challenges which are still not widely discussed in the society. The rap encourages people of the nation to open-up and participate in positive conversations about social challenges and issues like the pressure of looking good on social media, ego issues amongst couples if the woman earns more than the man, mental illness, and superstition among others.

Speaking on her rap video, **RJ Vidya Balan** said, *"I had never imagined myself doing a rap but considering the theme and topics of the show, the rap was befitting. I must say, I had great fun rapping for the first time. I am so glad that the video has captured the essence beautifully and has the tendency to connect with the audience. We all enjoyed working on it. In fact, I remember someone commenting on how I kept smiling in some portions which is so not the classical rap culture. I am a complete believer / follower of the Dhun Badal Ke Toh Dekho concept and tweaked the typical rapping style a little. Hope the janta likes my new avatar and show their love to my video!"*

Sunil Kumaran, Country Head, Thwink BIG, BIG FM said, *"Standing true to our brand ethos, we want to provide meaningful entertainment to our listeners. 'Dhun Badalke Toh Dekho with Vidya Balan' is one such offering which aims to break existing stereotypes in society while also entertaining the audience. The network with this show brings forward a new personality of Vidya Balan, who has come on board as an RJ, for the first time in her illustrious career. In addition to witnessing her be an RJ, the audience will also see her doing a rap in the newly launched video. The rap reinforces the theme of the show and touches upon some serious topics, which we as a society refrain from discussing. We are looking forward to create a positive change in India with thought provoking content that gives audiences a fresh new*



perspective, on key topics. The show is set to empower listeners with a chance to be an active participant in positive, progressive change.”

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.