

BIG FM'S 'ONWARD & UPWARD - THE BIG MORNING SHOW' HITS A CENTURY, CONTINUES TO INSPIRE WORKFORCE EVERY DAY!

~ *The radio network celebrated the milestone with Shri. Subhash Chandra, Chairman Emeritus, Zee Entertainment, as the guest speaker for the 100th episode* ~

~ *The series has featured luminaries like Vidya Balan, Anupam Kher, Boman Irani, Prahlad Kakkar, Raj Kaushal, Ranveer Allahbadia, BhaDiPa amongst others since inception* ~

National, 20th August, 2020 – It's definitely 100 not out for BIG FM! Adding another feather to its glorious cap, the radio network has hit a century with its unique property for employees 'Onward & Upward – The BIG Morning Show'. Like all major crises, the COVID-19 pandemic is bound to leave behind lasting changes in the way we work and businesses function. BIG FM kickstarted the learning series for employees to embrace new normal and keeping distributed workforce focused, forward looking and attuned to rapidly changing business scenarios. Growing from strength to strength with daily learning sessions providing insight aplenty, the show hosted its 100th episode. Celebrating this BIG day, imparting his knowledge and wisdom among BIG FM employees, pioneer of India's private satellite television industry, Member of Parliament, Rajya Sabha and Chairman Emeritus, Zee Entertainment Enterprises Ltd., **Shri. Subhash Chandra** became the 100th speaker.

The successful first season of 'Onward & Upward – The BIG Morning Show' featured leaders from within the radio network as well as industry stalwarts from across the Media & Entertainment, FMCG, Automobile and Banking & Insurance sectors amongst others. With Season 2.0 of the show, BIG FM has been hosting subject matter experts who lay major impetus towards the recovery and restart of the respective industries and the economy at large. Stretching beyond inbuilt experiences, historical practices and blind spots, the series has contributed in shaping employees' understanding of emerging trends at a much faster pace than industry peers to adapt to shifting business mindset. It also brought shift by moving beyond traditional static learning to taking action oriented perspectives. Having played a critical role in up skilling the employees through real time learning's, the radio network has created a case study, laying down the blueprint for other media companies to follow suit.

As part of the 100th episode, guest speaker **Shri. Subhash Chandra**, shared his insight on new-normal, his learnings, business and future plans. Shri. Chandra shared how his life has always been about adapting to the new-normal and that accepting the reality is the recipe of living a happy life. He further divulged that one cannot assume that they know everything and must have an open mind with a drive to keep learning. He also shared that he loves radio as it knows the pulse of the people best than any other mediums.

Speaking about the same, **Abraham Thomas – Chief Executive Officer, Reliance Broadcast Network Limited**, said, *"We are extremely privileged and honoured to have Dr Subash Chandra inspiring Team Big on the 100th episode of Onward & Upward - The Big Morning Show! What started as a morning assembly for the BIG FM workforce has now turned into a successful property where, our aim is to engage, inspire and motivate our employees. This show has grown from strength to strength with over 100 experts sharing their insights and challenges with us, preparing us for the 'new better'. This has helped us build momentum as a team and driven us to greater achievements in the last 5 months."*

Archanaa Singh, Sr. Vice President, HR, BIG FM shared, *“Cultivating a learning culture is not just a catch phrase or a luxury in these times. It is a way to protect your organization and its people. We can use digital spaces to learn together, and not keeping it limited to just telling each other what to do. On the whole, the show has helped us to stretch beyond our inbuilt experiences and understand changing trends faster. With this initiative, we have created a relationship that frees up thinking and fosters growth. I am thrilled that our unique pioneering initiative has resonated well with our people as we complete 100 episodes of the show and who better than Dr. Chandra to be part of the celebrations.”*

Adding further, **Sunil Kumaran, Country Head, Product, Marketing & THWINK BIG, BIG FM**, said, *“It is amazing to see our initiative complete 100 episodes and we are still counting. Such offerings help extensively in inspiring our workforce and helping them bring new ideas and fresh perspectives that help raise their spirits during the current times. My sincere gratitude to each of the thought leaders, who, with their spirit, drive, and insight, have gives us learnings that will stay with us forever. It has been an honour to have Dr. Subhash Chandra as our 100th speaker, his wisdom and engaging conversation have helped us gain further perspective. Here’s to many more to come!”*

Going strong at 100 and continuing over two magnanimous seasons, the ‘Onward & Upward – The BIG FM Morning Show’ is conducted via Google Meet and is attended by over 200 BIG FM employees. The network is looking towards curating more such offerings that provide immense value to its people, that makes BIG FM one of the leading radio networks in the country.

Presenting eminent personalities from various backgrounds, a host of corporate honchos, artists digital influencers and actors have graced the show. Below is the list of all the renowned guest speakers featured till now :

Speaker	Designation/Company
Season One	
Abhishek Singh	CEO, My Govt, CEO NeGD, Govt of India
Ajay Kakar	CMO, Adita Birla Capital
Ajay Mehta	Head - Content & Activations, Mindshare
Amarjit Singh Batra	Managing Director, Spotify India
Anita Nayyar	CEO, Havas Media group India and sea
Ashish Ambasta	Happiness Expert & Director – Kincentric
Ashish Pherwani	Partner - Media & Entertainment, Ernst & Young
Atit Mehta	Chief Marketing Officer, Think & Learn Pvt Ltd. (BYJU's)
Boman Irani	Actor & Inspirational Speaker
Jai Madan	Astrologer & Motivational Speaker
Jay Mehta	Managing Director, India Saarc Warner Music Group
Karan Taurani	Vice President, Research Elara Capital
LV Krishnan	CEO, TAM Media Pvt Ltd.
Mandar Natekar	CBO, Kidzania
Mayank Bathwal	CEO, Aditya Birla Health Insurance
Navin Gurnaney	CEO, Tata Starbucks Pvt Ltd
Neel Pandya	CEO, Head of Media L'oreal
Pankaj Gupta	Senior Executive Vice President (Sales) & CMO, HDFC
Priti Murthy	CEO, OMD India

Priya Kumar	Internationally Acclaimed Motivational Speaker
Raj Nayak	Founder & Managing Director, House Of Cheer Networks Pvt
Rajiv Dubey	Head of Marketing, Media, Dabur India Ltd
Ravi Teja Bommireddipalli	CEO, Robosoft Technologies
Richa Singh	CEO, Niine
Roopam Asthana	CEO & Whole time director, Liberty General insurance
Sameer Nair	CEO, Applause Entertainment
Sanjay Murdeshwar	Managing Director, Novartis
Sushil Goswami	General Manager, Marketing - India & Nepal, The Himalaya Drug Company
Tapan Singhel	MD & CEO, Bajaj Allianz General insurance
Vanita Keswani	CEO, Madison Media Sigma
Vidya Balan	Actor
Vivek Sunder	Chief Operating Officer, Swiggy
Season Two	
Aakash Chaudhry	Director & CEO, Aakash Educational Services Ltd.
Aalok Bhan	Director & CMO, Max Life Insurance Company Ltd
Aditya Summanwar	Director - Market Development - South Asia & South East Asia, Triton Digital
Ajit Andhare	COO, Viacom18 studios
Albert Almeida	COO - Live Entertainment, Bookmyshow
Aman Mittal	Associate Director, Lovely Professional University
Amay, Nipung & Sarang	Bhartiya Digital Party
Ameen Haque	Story Coach, Story Teller, Founder - Storywallahs
Anand Bhatnagar	Assistant Vice President, Reliance
Anand Chakravarthy	MD, Essence India
Ankit Agrawal	Director, Mysore Deep Perfumery House Zad Black
Anupam Kher	Global & Versatile Actor
Anurup Singhal	Director - Small & Medium Business, Microsoft India
Arun Iyer	Founder & Creative Partner, Spring Marketing Capital
Datuk Jake Abdullah	CEO at Pyjama Media SDN BHD, Radio Industry Veteran
Deepali Naair	Director - Marketing, IBM India & South Asia
Faridaa Pacha	Documentary Filmmaker
Gaurav Mehta	CMO, Ginnarsoft
Gautam Raj Anand	Founder & CEO, Hubhopper
Harshil Karia	Founder & MD, Schbang
Jeeveshu Ahluwalia	Stand up comic, Actor, Host, Voice over artist, Motivational Speaker
Malini Agarwal	Founder & Creative Director, Miss Malini Entertainment Pvt Ltd
Manohar Bhat	Head Sales & Marketing, Kia Motors India
Neetu Puri	AVP-Global head of Editorial & Music Programming, Jio Saavn
Neeraj Roy	Founder & CEO, Hungama Digital Media Entertainment Pvt.Ltd
Dr. Kailash Katkar	Founder & CEO, Quick Heal Technologies Limited
Prahlad Kakkar	Indian Ad Film Director
Prathyusha Agarwal	CCO, Zee Entertainment Enterprises Ltd
Radhika Sood Nayak	Sufi Vocalist & Composer
Raj Kaushal	Writer, Director & Producer

Rajat Kakar	Managing Director, Sony Music India
Ranveer Alahbadia	Founder, Beer Biceps Media Pvt Ltd
Sajith Pai	VC, Blueme Ventures, India
Sanjay Adesara	Head of Media & Digital, Adani Wilmar Ltd.
Sanjay Rajawat	Founder Director & CEO, Wonder Homes Finance Ltd
Santosh Desai	Managing Director & CEO, Future Brands Ltd. Author, Columnist, Social Commentator
Sarthak Ranade	MD, Janssen India, Johnson & Johnson Pvt India
Satnam Singh Sandhu	Founder & Chancellor, Chandigarh University
Saurabh Goel	President, Havells India
Shreegopal Kabra / Shishir Sharma	MD & Group President / Sr. Vice President – Marketing, RR Kabel Ltd.
Shreekant Somany	Chairman, CII National MSME Council, Chairman CII Centre of Excellence for competitiveness for SMES, Chairman & MD, Somany Ceramics Ltd
Shudeep Majumdar	Co-Founder & CEO, Zefmo Media
Sorav Jain	CEO & Founder, Echovme & Digital Scholar
Sreeraman Thiagajaran	Co -Founder & CEO, Agrahyah Technologies
Subha Shreenivasan Iyer	Head - Media Services, Godrej Consumer Products Ltd
Dr. Subhash Chandra	Chairman Emeritus, Zee Entertainment
Sujata Dwibedy	Executive Vice President, Head of Buying & Trading, Amplify India, Media Investment Division of Dentsu Aegis Network
Swanand Kirkire	Indian Lyricist, Playback Singer, Writer, Asst Director, Dialog Writer
Tanya Chaitanya	CCO, Digital & Diversity Initiatives, Reliance Foundation
Umesh Shrikhande	CEO, Taproot Dentsu
Varun Duggirala	Co-Founder & Content Chief, The Glitch
Vibhuti Bhatt	Director, One Advertising & Communication Services Ltd
Vikram Mehra	Managing Director, Saregama India Ltd
Vineet Bajpai	Founder & CEO, Magnon Group & Talentrack, Best Selling Indian Author

ABOUT BIG FM:

BIG FM, one of India's largest radio network with 58 stations, reaches out to 1.9K towns and 1.2 Lacs villages and over 34 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 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.
