



SUNO SUNAO, LIFE BANAQ!

92.7 BIG FM takes listeners 'Around the World in 15 Days'

...Through a special food show with Celebrity Chef RakeshSethi and RJ Khanak

Delhi, September 10, 2014:92.7 BIG FM, India's largest FM radio network, has yet again upped its game with the launch of the brand new show – **Around the World in 15 Days**, a special food series with popular celebrity **Chef RakeshSethi**. The show that will be incorporated as a part of popular **RJ Khanak's** segment 'BIG Memsaab', celebrates cuisines from across the globe. Culinary Artist RakeshSethi together with RJ Khanak will offer listeners some lip-smacking recipes from his bouquet of international cuisines for 15 days. Through a unique gastronomical experience, cordon bleu chef RakeshSethi and RJ Khanak are all set to transport you into different destinations across the world in just 15 days.

To add to this, 92.7 BIG FM will run fun contests through the show every day where listeners will be taken on-air and one lucky winner will be chosen every day. As a culmination of this ambrosial experience, all the lucky winners get the chance to a delectable dining experience with Chef Rakesh and RJ Khanak. The show will go on-air till September 19th everyday between 12noon and 3pm.

Speaking of the activity, **Mr. Ashwin Padmanabhan, National Business Head, 92.7 BIG FM** said, *"We are delighted to introduce a concept like Around The World in 15 Days on-air on 92.7 BIG FM. Delhi being a melting pot of cultures and traditions, one thing that you will definitely notice about the people in the city is their love and passion for food. What better way to engage our audiences, than a combination of good food and some great evergreen music. I'm certain that our listeners will love it."*

It is rightly said, 'The Way to a Man's Heart is through his Stomach' and this will be proved more so through some mouthwatering recipes by renowned Celebrity Chef RakeshSethi in conversation with RJ Khanak only on 92.7 BIG FM.