



BIG FM ONBOARDS SUNIL KUMARAN AS COUNTRY HEAD, THWINK BIG

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National, 4th May 2018: BIG FM, one of India's largest radio networks announces the appointment of **Sunil Kumaran** as Country Head, Thwink BIG. Sunil re-joins the BIG Family to lead the network's marquee content studio where he will work towards scaling innovation as well as fostering strategic alliances nationally to bolster the division's growth in the country. He will work closely with Manish Karnatak, National Creative Director BIG FM & Head, Thwink BIG, and Soela Joshi, Associate Vice President – IP, Thwink BIG, as his core team, to chart the progress of the network's content incubator.

Speaking about the new appointment, **Tarun Katial, CEO, BIG FM** said, "In his past association with us, which was close to 8 years, Sunil's exceptional domain expertise served as an added value in the network's growth. It gives me immense pleasure to welcome him back to the organisation where he will effectively be taking charge and fuelling the growth of our content studio - Thwink BIG."

Speaking about his new role, **Sunil Kumaran** said, "I have seen the firm grow with its language channels while I was here previously. And now it's truly gratifying for me to take on the new role in the organisation which is already driven by a highly-experienced and skilled team. With my skillsets, I am hopeful of scaling new heights with the team at Thwink BIG."

Sunil possess experience of over 2 decades in Revenue and Content planning, and Distribution and Marketing. He served in his former role with the organisation - as the Business Head of its South regions - Karnataka and Kerala. During his stint with the network he also shouldered the responsibilities of its language channels - BIG Magic, BIG Magic Ganga and BIG CBS Spark Punjabi. Before re-joining the BIG Family, Sunil was the Country Head of the StoryLab (TSL), the specialist content agency of Dentsu Aegis Network.

About BIG FM's short-form video and audio content incubator – Thwink BIG:

- Launched last year, Thwink BIG caters to the growing consumer and advertiser needs and the changing media trends
- The division adheres to the three core aspects of the network's strategy comprising excellent music, outstanding story-telling and captivating social experiments
- The studio has already delivered high-decibel campaigns like: #NoKhaalipet, #LoveIsntBlind and #BeatTheBudget - a short format video series for AirAsia.

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