

## FOLLOWING THE BRAND REVAMP, BIG FM SETS A UNIQUE RECORD IN THE ASIA BOOK OF RECORDS

*~The campaign, which is a first of its kind to be entered in the Asia Book of Records, changes the perspective of doing live shows ~*

**National, May21, 2019:** In a yet another thinking differently feat, **BIG FM**, one of **India's largest radio networks** entered the **Asia Book of Records** for successfully going 'Live from Sky with RJ Jyonita' connected by **Vodafone**. The remarkable achievement witnessed the RJ doing a live show from the sky, where she was hosting the show while paragliding, much to the delight of those watching via social media. This was the first time any RJ has performed a 1 hour live show from approximately 2,000 Feet above the ground / 3,500 Ft above sea level in the Asian radio industry. Following the new brand positioning, 'DhunBadalKeTohDekho', the objective of this campaign was to change the perspective towards live shows by giving a whole new angle to it.

The afternoon RJ at BIG FM Pune, RJ Jyonita possesses a cool attitude and believes in pursuing things with great passion. The RJ attempted the record on **20<sup>th</sup> May** at Kamshet, near Pavana Lake, Pune. She talked about her experience and BIG FM Pune's 2<sup>nd</sup> anniversary, followed by an engaging interaction with the listeners live from the sky. The RJ was connected to studio Telcos system via a call through the uninterrupted Vodafone network which went live in real time.

Commenting on the campaign, a **BIG FM spokesperson** said, "As a radio network, we always strive to entertain listeners in the most innovative ways. The campaign was one such step towards that goal. We always encourage our RJs to think out of the box and come up with exotic ways to connect and engage with the listeners. The whole network along with Connected By partner Vodafone was excited about the event, which further acted as a stepping stone for bringing a change in the outlook towards radio shows as well as the medium."

Speaking on this unique attempt to be made, **RJ Jyonita** said, "I was excited to do this, as no one has ever done this before. I try to do different things and approached my team with this idea, who liked it instantly and immediately approved it. I am really grateful for the love and support which I have received from my fans, which has further motivated me to go for such opportunities. I was eagerly looking forward to this and set a record which is first of its kind."

Speaking on the title of the record -**FIRST RJ LIVE SHOW HOSTED FROM THE SKY**, Asia Book of Records said, "Radio jockeying is mostly done in closed studios with access to various tools to help connect with listeners. We have registered various RJ Marathon records, but this unique concept of RJ Live show from the sky was quite appealing. The claimant RJ Jyonita along with the BIG FM team were given detailed guidelines for the attempt and the minimum criterion laid was - 'RJ live show to be hosted at approx 1000 feet above the sea level and for around 1 hour duration that too successfully and smoothly without any technical breaks or interruptions'. Impressively, RJ Jyonita and the BIG FM team were able to set the record following all the major guidelines, and the record is now successfully

*registered under the category ‘Industry and Business’ in the Asia Book of Records.”*

Commenting on this first-of-its kind record in Asia, **Rajendra Chourasia, Business Head, Maharashtra & Goa, Vodafone Idea Ltd.** said, *“When BIG FM told us that we are the only network they could connect on-air in the sky, we were happy to come on-board for this. As the leading mobile operator in Maharashtra & Goa, we connect over 42 million people and provide a platform to share their stories. We are happy to associate with BIG FM, with whom we share the same ethos of keeping the customer at the core. I am certain this will further prove to be a reassurance of the seamless connectivity of our network.”*

Asia Book of Records’ is a collection of records made by Asian countries spanning from Dubai to Japan, covering the great Indus Valley and Russia. It is supported by and associated with the India Book of Records, Vietnam Book of Records, Nepal Book of Records, Indo-China Book of Records, Singapore Book of Records, Malaysia Book of Records, Asian Record Union, and many others. Today ‘Asia Book of Records’ has a strong database of 40,000 entries.

#### **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 ‘DhunBadalKeTohDekho’ 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 DhunBadalKeTohDekho 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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