



BIG FM TOPS THE CHARTS IN MUMBAI, KOLKATA AND BANGALORE MARKETS COMBINED

~RJ Annu Kapoor, RJ Vrajesh Hirjee and RJ Abhilash Thapliyal rule the roost across Mumbai markets~

National, May 13, 2019: After it's successful re-launch with a new brand positioning to "Dhun Badal ke Toh Dekho"; a major brand revamp since its launch in 2006, **BIG FM witnessed a surge in RAM ratings.** One of the leading networks in the country, BIG FM once again proves its mettle with the radio station being positioned at No. 1 in Mumbai, Kolkata & Bangalore combined in the key radio audience of 25+, across the last four weeks average (Week 14 – 17) as per RAM.

To top it up, BIG FM's three popular shows including '**Suhaana Safar with Annu Kapoor – Take 2**', '**Mumbai Maska Maar Ke**' and '**Mumbai Ka Sabse Bada Struggler**' have been ranked No. 1, in their respective time band in Mumbai. Veteran Annu Kapoor's revamped show post the radio station's re-launch has been well appreciated by his listeners with 17.8% share. Moreover, actor, comedian and RJ, **Vrajesh Hirjee's 'Mumbai Maska Maar Ke'** boasts a 17.6% share, while **RJ Abhilash's** show, '**Mumbai Ka Sabse Bada Struggler**' enjoys a 17.8% share (Source: RAM – Week 14-17 2019; 4- week average. TG: 25+ All).

The light-hearted morning show hosted by Vrajesh, which airs **from 7 AM to 11 AM every Monday to Saturday**, portrays the essence of Mumbai by taking a unique view on traffic updates, current affairs and keeping a permanent tab on the frenzy and speedy happenings in the City of Dreams, whether it's an issue to be highlighted or congratulating authorities on a job well done. Mid-morning is graced by industry veteran **RJ Annu Kapoor** from **11 AM to 1 PM every Monday to Saturday**. Known to enthrall listeners with quality trivia from Bollywood, **RJ Annu Kapoor's** show has successfully established an appointment-based listening. In the evening slot, **RJ Abhilash** entertains Mumbaikars on their journey home after a weary day at the office, where they can sit back, relax and enjoy the lighter side of life from **5 PM to 7 PM, Monday to Friday**. These popular offerings have in a very short span of time, managed to entertain the audience, making them the leading shows in Mumbai.

Speaking about the shows and its ratings, a **spokesperson from BIG FM** said, *"At BIG FM, we are not only about entertainment but have evolved into a brand with a purpose. Our re-launch strategy was in line with our philosophy of playing a meaningful, relevant and compelling role in the lives of our listeners. The ratings are a testament to our success and the amount of appreciation we are receiving from our audience. As a radio network, we have always believed in creating quality content to set milestones. We aim to keep going forward with the same passion and determination."*

Speaking on the achievement, celeb **RJ Vrajesh Hirjee** said, *"As an artist, I have always tried to push my boundaries in order to connect with my audience. That's exactly what I have tried to do as an RJ as well. I have really been able to pull this off with the kind of freedom BIG FM offers me, that allows me to engage with listeners via this show on various topics pertaining to the city. The kind of love and support my show 'Mumbai Maska Maar ke' has received so far is simply amazing. I am really enjoying this phase of my life as an RJ and I hope to continue entertaining listeners in the best manner."*

Speaking about the kind of response his show has received, **RJ Abhilash** said, *"I have recently joined BIG FM. It's a great brand to work with and I am thoroughly enjoying hosting the show 'Mumbai Ka Sabse*

Bada Struggler'. I am very happy with the huge fan following that the show has earned in such a short period of time. I am really motivated and look forward to entertaining more and more listeners."

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