

BIG FM LAUNCHES 'MERA MANIFESTO' CAMPAIGN THIS ELECTION SEASON, WITH AN OBJECTIVE TO BRING FORTH PEOPLE ISSUES

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BIG FM LAUNCHES 'MERA MANIFESTO' CAMPAIGN IN LINE WITH THE ONGOING ELECTIONS

~ The campaign aims at addressing issues of the voters by highlighting their concerns in front of the respective parties and candidates ~

National, XX April 2019: BIG FM, one of the largest radio networks in India, have always believed in addressing issues that affect the whole country. Staying true to its brand ethos - *Dhun Badal ke Toh Dekho*, BIG FM has come up with a different and innovative approach to engage with citizens ahead of the ongoing 2019 General Elections. The radio station has launched the '**Mera Manifesto**' campaign which intends to bring out PEOPLE'S manifesto instead of political parties' manifestos. The objective of the initiative is to generate conversations amongst listeners and thereby highlight key issues of the city.

RJs from all cities will visit the different constituencies 2 weeks in advance from the day of voting and highlight the issues that haven't been addressed in the longest time. Voters will be asked to share their manifesto which would encapsulate their expectations from the elected government.

Commenting on the 'Mera Manifesto' campaign, **Sunil Kumaran, Country Head - Thwink BIG, BIG FM** said, *"The upcoming elections are very crucial for the entire country. Every time, before the elections, we see political parties making the first move and coming out with their manifestos with certain agendas. But keeping in mind our recent transition to 'Dhun Badal Ke Toh Dekho', we decided to flip the game and cater to people first via this campaign. We are hopeful that a campaign like this will give impetus to people to engage with each other and voice their opinion through powerful and meaningful conversations"*

Speaking on the campaign, **RJ Vrajesh Hirjee** who hosts the morning show **Mumbai Maska Maarke** stated, *"The party manifesto plays a critical part in the election process, as it helps the voter to select the leaders of tomorrow. The PEOPLE's manifesto in this campaign, that caters first to the voter's expectations, will not only bring a change in the mindset of the people towards elections, but will also help restoring the faith of youth in the political system."*

This activity is culminating into the radio station requesting their listeners to exercise their right to vote. Taking this to the next level, popular RJs including RJ Raginee and RJ Shahnawaz from Ranchi, RJ Pankhuri from Bareilly, RJ Aryan from Goa to name a few have been appointed by

the Election Commission to influence people to come out and vote on the D-Day. Additionally, RJ Juhie from Jammu is also a part of the official content approval team of the District Administration during code of conduct.

About BIG FM:

BIG FM, One of India's largest radio network with 59 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 '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 Badalke 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.

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