

94.3 BIG FM LUCKNOW ENHANCED THE CULTURAL FESTIVITIES AS AN OFFICIAL RADIO PARTNER FOR 'LUCKNOW MAHOTSAV'

~ The radio station did a studio shift and hosted its evening show 'Ek Sip Gossip' with BIG MJ Rafat live throughout the 10-day long cultural festival ~

National, December XX, 2018: 94.3 BIG FM in Lucknow successfully concluded its association with Lucknow Mahotsav 2018, a festival which showcases the rich cultural heritage of the city. Considering its local connect and reach in the region, 94.3 BIG FM, Lucknow was roped in as the official radio partner for one of the biggest cultural fest in the city. It engaged the locals on-ground and on-air with a studio shift at Smriti Upvan, Bangla Bazaar, Aashiyana, Lucknow and hosting live shows and interviews of the artists performing at the 10-day-long cultural extravaganza.

As a part of the association, 94.3 BIG FM effectively showcased the essence of the mahotsav and city's excellence in art, craft and culture through dedicated programming. The radio station did studio shift along with hosting evening show 'Ek Sip Gossip with BIG MJ Rafat' live from the on-ground venue throughout the duration of 10 days.

Speaking about associating with Lucknow Mahotsav, **BIG FM spokesperson** said, *"We are glad to have partnered with a widely followed cultural festival like 'Lucknow Mahotsav'. Through this association, we leveraged our reach and localised content across on-air and digital mediums inadvertently connecting a wider set of audience with this historic event. Hosting BIG MJ Rafat's evening show live from the venue was another important leg of the activity. The show's theme perfectly resonated with the essence of the event and served as a perfect medium for aspiring artisans to be known in the region through insightful interviews."*

The radio station invited talented singers, dancers, musicians and comedy artists who performed at the mahotsav to the studio for an interactive session. The on-air elements from the festival were simulcast on the radio station's digital platforms thereby bringing the festivities closer to a mass audience. BIG MJ Puneet added to the engagement quotient by interacting with listeners on-air around the traditional aspect of the festival.