

BIG 92.7 FM, gets colorful this HOLI!

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Celebrations on this colorful festival in the Mumbai Station have already begun with interesting on-air content & programming planned around this festival, which is symbolic of fun & frolic, naughty pranks and the urge to involve all those who especially want to resist playing with color. The Station will see the festival coming full circle with none other than comedy king **Raju Shrivastav** tickling your funny bone on '**Raju ke Rangeen Pangey**' as he gets mischievous and pulls a prank on all his near & dear ones on the 'BIG Chai'. He will also be inviting listeners' to become his on-air **Pangeshkar** and escalate the celebrations on-air filled with humor and laughter. Through the week, BIG 92.7 FM will be taking interactivity to higher level by inviting listeners' to give us '**Holi Pe Panga Leney Ke Tareeke**

BIG 92.7 FM Mumbai kick-started its colorful week by flagging off with the color **pink followed by silver, yellow, green, purple and 'choose your favorite color' on the day of Holi**. BIG 92.7 FM will also be drenching themselves in colors with the RJs in our very own '**Holi Ki Toli**'. Each of these colorful days will see innovative on-air content planned around the day's color like find the missing colors (songs with color words beeped) and the lucky winner will get the opportunity to play with their favorite RJ on 'Holi Ki Toli'. BIG 92.7 FM will be giving listeners' a glimpse of the colors that could be associated with Bollywood and cricket celebrities, celebrities favourite colors, on-air interview of color therapist, special preparations for the festival in restaurants/ *thandai* suppliers / special clothes. There will also be listener interactions based on what's going to be in demand this season, celebrities ke *Pangey Ke Tareeke/ bhang* stories, tips on getting rid of the colors, hottest celebrity Holi parties etc. BIG 92.7 FM will also giving listeners outdoor broadcast of the burning of **Holika** on-air clubbed with exciting content around good over evil

BIG 92.7 FM, Delhi's only 100 chartbuster station will be offering listeners '**Rang Achchey Hain**', as part of its on-air celebration. This on-air contest will be inviting listeners on March 21st & 22nd and encourage people to just drench themselves and **ENJOY COLOR** thoroughly without any inhibitions…spoil your clothes & shoes! To take part in this interactive contest, listeners' will have to answer a simple 100 chartbuster based questions and the winner gets to walk away with exciting shopping vouchers!

In Kanpur, listeners will get to relish a 3 day marathon with the '**BIG Holi Laugh-a-thon**' with none other than Raju Shrivastav and his inimitable brand of humor. Interactive contests have also been planned asking listeners to match their wits with Raju Shrivastav and call up with their own jokes and win prizes every hour. Celebrities will be taken on air to wish Holi to listeners.

A **BIG Holi Party** for the listeners would also be organized where non stop music will be played by a

celebrity DJ.

BIG 92.7 FM Indore will be observing a 'Dry Holi' and talk about an eco-friendly Holi. Its RJs will be roaming the streets of the city playing Holi with listeners and distribute **Gulaal**

BIG 92.7 FM Bangalore and its RJs will talk about the significance of colors in the morning Breakfast show while popular RJ. RJ Rohith joins the city **Holi parties** to give live updates.

In Kolkata, popular comedians Kharaj Mukherjee and Kanchan Mullick would be visiting the studio along with RJ Koushik to screen the jokes and finally plugging on air how these jokes changed the colors of their life. The best jokes get featured on all shows with celebrity comments and the winners splatter out the colors of Holi at a glittering party at Aquatica Water Park on Holi.

In Hyderabad, the Station is planning to host a Kolkata '**BIG Holi Party**' for 100 listeners followed by a lot of on ground contests for listeners to be played

In Chandigarh, BIG 92.7 FM will be hosting a non stop '**Rain dance party**'. There will be experts and astrologers on-air talking about the importance of colors in one's lives. Listeners will also the opportunity to win beauty treatment packages for the after effects of the skin post Holi

Commenting on this occasion, Mr. Manav Dhanda, Vice President - Programming, BIG 92.7FM said, 'Holi is a time for celebration and BIG 92.7 FM is riding high on its colorful airwaves across Stations. We are offering listeners a rendezvous with color combined with great on-air content & off-air offerings. We are confident of providing listeners a great time through the innovative packaging of our content around the pegs of color, humor, laughter and much more…'

BIG 92.7 FM. Suno Sunao, Life Banao!

'To be the first choice of listeners as we not only entertain but positively impact and transform their lives'

- END -

BIG 92.7 FM, India's No. 1 FM Station and the Radio initiative from Adlabs Films Ltd., since the launch of its first Station in September 2006, has expanded at sturdy speed and is poised to create history by successfully completing its goal for a pan India presence, spanning across 45 cities, 1000 towns and 50,000 villages to reach 200 million Indians across the length and breadth of the country. The Company is on its way to taking Radio as a medium of entertainment not only to the key metros, but also to virgin markets that have never before experienced this medium of entertainment and has already completed the same in 44 of the 45 targeted cities. In the first phase of its launches, BIG 92.7 FM set up Stations in the metros of Delhi, Hyderabad, Chennai, Kolkata, Bangalore and Mumbai. The second phase of launches have taken BIG 92.7 FM to several tier II towns at the end of which the total count will be taken to 45.

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