

## BIG 92.7 FM hosts auditions across 5 Cities for the 'SING with SONU' contest

*Humans have the primal desire to get famous and 'SING with SONU', presented by BIG 92.7 FM across the cities of Delhi, Mumbai, Bangalore, Kolkata and Chandigarh is just the right pedestal for the talented. Another category first initiative from India's No. 1 FM Station, BIG 92.7 FM, the contest this far has seen huge participation from people across Cities with astounding numbers. The Station is now hosting the auditions process wherein, one lucky winner from each city will be finally selected to be in the spotlight and share center-stage with none other than music maestro Sonu Niigaam at special concerts scheduled to be held in each of the 5 Cities between the 16th and the 20th of April*

Chennai, Tamilnadu, IND, 2008-04-07 09:42:12 (IndiaPRwire.com)

Humans have the primal desire to get famous and '**SING with SONU**', presented by **BIG 92.7 FM** across the cities of Delhi, Mumbai, Bangalore, Kolkata and Chandigarh is just the right pedestal for the talented. Another category first initiative from India's No. 1 FM Station, BIG 92.7 FM, the contest this far has seen huge participation from people across Cities with astounding numbers. The Station is now hosting the auditions process wherein, one lucky winner from each city will be finally selected to be in the spotlight and share center-stage with none other than music maestro Sonu Niigaam at special concerts scheduled to be held in each of the 5 Cities between the 16th and the 20th of April.

Finalists from each city will be selected after a stringent audition process, where the best will be selected from amongst the best! Radio is a local medium and in promoting the parochial pride of the local populace, the Station left it up-to the local populace to help short-list their city's best, to be showcased before Sonu Niigaam. The auditions, in addition to having the local populace also had well known local celebrities who judged the participants on pre-determined parameters.

The auditions saw none other than fire-brand **Rakhi Sawant** flagging off the contest in Mumbai along with new musical sensation **Raja Hassan** (Saregamapa Challenge) & singer **Sonu Kakkar** shortlisting the participants. In Delhi, the very glamorous **Pooja Bedi** & singer **Shibani Kashyap** auditioned the participants along with other music personalities like **Aarti Kakkar** (Johnny Gaddar), **Dr. Zeus** (Kangna) & music composer **Gaurav Dayal**. And, while the participants in Kolkata got the opportunity to be auditioned by acclaimed local celebrities like **Siddarth** (lead vocalist of rock band 'Cactus') & playback singer Neepabithi, participants in Chandigarh had popular Sufi singer **Lakhwinder Wadali** judging and scrutinizing them to select only the best.

### ***The modus operandi:***

§ **5th April:** The auditions process with the celebrity guest and the local populace short-lists 4 finalists per city, from amongst the participants who have sent in entries.

§ **7-13th April:** These finalists then appeal to the people of the City for votes between 7th and 13th April through online & SMS before one finalist gets selected from each City and is presented before the young music legend Sonu Niigaam in Mumbai. To vote online, people can visit [www.big927fm.com](http://www.big927fm.com) and put their votes on the backend created on the website where all the polls get updated. In case of SMS voting, one can send a message with the keywords **BIG** to 5454

§ Finalists get trained and groomed before they leave for a 5 city tour from **16-20th April**, with the

singer himself! For all the action around the contest, log on to [www.big927fm.com/sonu](http://www.big927fm.com/sonu)

Speaking on this initiative **Mr. Anand Chakravarthy, Vice President - Marketing, BIG 92.7 FM**, said, 'For the first time in the history of radio entertainment a Radio Station has tied up with an Artist to market an excellent product that will make for great entertainment for listeners on air coupled with great entertainment on ground. This radio reality show provides a platform to seek the best singers from across the country and offer them a Life Banao opportunity through the concert. The response from across the cities has been phenomenal and we are confident to find some excellent talent.'

This song has also been made available to mobile users to set it as their caller tune on various operator networks.

**Reliance - SMS MT 55440 to 51234**

**Airtel Users Call 543211354**

**Vodafone users Call 567927**

**Spice - SMS CS 5542 to 50555**

**BPL - SMS SET 0480000017 to 55666**

*\* Accessible by Airtel, BPL, MTNL, BSNL, Reliance, Idea, Vodafone, Touchtel, Tata Indicom & Spice. Premium Call charges applicable*

**About Sonu Niigaam's new single 'Punjabi Please':**

*Punjabi Please is an exclusive pulsating single composed and sung by Sonu Niigaam. BIG FM has entered into a joint partnership with the artist to exclusively market this song. This song, will see an Artist and a Radio Station coming together to launch a music single for the first time on Radio! Punjabi Please was premiered across the Stations in the North, East and West in addition to the Bangalore Station of BIG 92.7 FM, on March 3, 2008. BIG 92.7 FM has a Multi media and Multi phased marketing plan for this music single in order to create unprecedented buzz around it. The track is also available for download on BIG FM site, [www.soundbuzz.com](http://www.soundbuzz.com) & [other](#) international music websites.*

**- 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.

**For more information, Please contact:**

**Raja Marthandan**

Corp Comm exec - BIG 92.7 FM