

## BIG 92.7 FM, Chennai presents the "Big Singaara Singer"

*In an initiative to identify and gratify 'Tamil' talent from the streets of Chennai, BIG 92.7 FM, Chennai's only radio station that celebrates 'Tamilian's Pride' in everything that it offers, has initiated the 'BIG Singaara Singer', the biggest ever talent hunt on radio in Chennai. Through the BIG Singaara Singer contest, BIG 92.7 FM will identify two golden voice of Chennai from aspiring singers and will gratify them by giving them an opportunity as playback singers in a forthcoming Kollywood movie. The contest commences on 21st April 2008 and consists of rigorous and meticulously put together on-air and on-ground auditions, to ensure the best are selected. The contest will culminate on May 17, 2008, with two winners being announced.*

Chennai, Tamilnadu, IND, 2008-04-21 10:00:00 (IndiaPRwire.com)

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To give a fair opportunity to every talented enthusiast in Chennai, BIG 92.7 FM has categorised Chennai as North, South, West and Central and auditions will be conducted separately in each of the 4 categorized locations. Ten participants will be selected from each location who will be eligible to participate in quarter-finals. Out of Forty participants ten will advance to semi-finals and out of which one male and one female will be crowned as the '**BIG Singaara Singer**'.

The contest will be judged by famous Kollywood playback singers like Tippu, Harini, Ranjith and Vijay Yesudas among others. The winners will be featured as playback singers by famous music director Vijay Anthony in his forthcoming movie. Participants who qualify into semi finals will be judged based on various attributes of Tamilian Pride which are:

**Sr. No.**

**Attributes**

**Judgement criteria**

1

Star Tamizha

Unique styles adopted by the participants

2

Sagalakala Tamizha

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How informed the participants are about raagas

3

Pudumai Tamizha

Song to be sung in different raaga

4

Ulagam Sutrum Tamizha

Song to be sung in re-mix version

5

Nagaichuvai Tamizha

Song that has humour content

Speaking about the initiative **Mr. P.B Ramaswamy, Cluster Head, BIG 92.7 FM TamilNadu** said 'There is a plenty of talent hidden in every Tamilian and this is part of BIG 92.7 FM, Chennai's endeavour to live the Tamilian Pride in everyday offerings. Through this initiative we are providing the talented with a platform to be recognised and get an opportunity of a lifetime. We are thankful to Mr. Vijay Anthony who has accepted to feature the winners of the contest as playback singers in his forthcoming movie. This is just another **Life Kondadalam** offering from BIG 92.7 FM'

BIG 92.7 FM will also provide a platform for the participants to exhibit their talent by taking them across to various events and activities where they will get a chance to sing and entertain congregations. Registration for participation will be open from 21st April 2008

**BIG 92.7 FM - Kekkalam Pesalam Life Kondadalam**

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**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