

Agriculture, Automobile & Wellness Industries Open up to BIG 92.7 FM in Punjab

The awareness for the effectiveness of radio does not remain restricted only to the metros and has reached the tier II markets too, thanks to BIG 92.7 FM and its vast network spread across 44 cities of India. The cost effectiveness and penetration of the medium, coupled with the ability to get completely local is what is drawing newer customers to the medium.

Chandigarh, UT, March 25, 2009 /[India PRwire](#)/ -- **The Punjab cluster** of BIG 92.7 FM has seen some remarkable growth on this front, attracting earlier unexplored businesses to radio. These include agriculture, automobile and wellness. National automobile brands like Maruti and Hyundai have begun using the **Chandigarh Station** effectively to support their marketing campaigns.

The **Jalandhar Station** has seen tractor companies like New Holland along with pesticide companies like United Phosphors Ltd (UPL) come forward to advertise on radio, given that they see it as an appropriate means to reach their target audience.

The **Amritsar Station** has gotten the local hospitals like Homeopathy Medical Care and Wellness Spa Centers on board, who are seeing the benefits from radio advertising and are looking at long term tie ups.

The **Patiala Station** on the other hand has witnessed a huge response from the agricultural sector. Given that the station is positioned to reach out to the relevant audience, advertisers from this industry strongly believe that by doing an extensive radio campaign one can generate a huge recall and finally sales.

Speaking about the experience of the advertising with BIG 92.7 FM and the new trend of advertising amongst the automobile industry, **Mr. Deepak Joshi, Managing Director, Joshi Hyundai, Chandigarh** said, "Advertising with radio in general and BIG 92.7 FM in particular is a different, new and excellent experience for us. This is the one medium of communication which is reachable to all the sections and classes of the society. Our customer can listen to the information even while traveling. As a strong medium of advertising, BIG FM has helped us reach our target audience very effectively."

Talking about the changing trends of advertising amongst agricultural industry **Mr. Deepak Munjal, Marketing Head, UPL Total, Punjab**, said, "We are advertising with BIG FM for wheat weedicide. This has helped us reaching our core customer who is a farmer. This is a cost effective medium of advertising and helps reaching every corner and section of the society. Radio is a very dear and probably the only medium of entertainment for farmers and the reach of BIG 92.7 FM is fabulous."

Speaking about this positive trend, **Mr. Siddharth Bhardwaj - Regional Director- North – I, BIG 92.7 FM Chandigarh** said, "Radio is an extremely local medium, which ensures high penetration, while offering economic viability. It offers an excellent platform for local players, who wish to target clearly defined local audiences. We are offering solutions to sectors like agriculture, automobile, wellness etc. which otherwise only looked at traditional forms of advertising. These players are reaping the benefits of advertising on our Station and we look forward to getting in even more such players who otherwise follow only traditional advertising vehicles."

Notes to Editor

About BIG 92.7 FM

BIG 92.7 FM, India's No. 1 FM Station and a Radio initiative from Adlabs Films Ltd., since its first station launch in September 2006, has expanded at a phenomenal pace creating history by launching its 45 station network in 18 months, including an FM station in Singapore. Having completed its goal of a Pan Indian presence spanning 45 cities, 1000 towns and 50,000 villages to reach 200 million Indians across the sub-continent, the brand is now looking towards expanding to more cities within the country as well as overseas. The brand has taken FM as a medium of entertainment beyond the metros, to virgin markets, offering consumers and advertisers a new experience of this medium of entertainment. Within a short span of time with distinctive content and innovative

promotion, BIG 92.7 FM has established leadership in the FM space and firmly laid the foundation for an exciting future ahead.

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