

BIG 92.7 FM ushers in winter in Kolkata through its innovative Komlalebu week programmes.

Celebrate the winter chill in the true Kolkata style At the Zoo, Maidan, Nicco Park and enjoy boat rides with BIG RJs along the Ganges

Kolkata, West Bengal, December 20, 2007 /[India PRwire](http://www.indiaprwire.com)/ -- Winter has arrived in Kolkata in full swing, and so have the few days to be spent basking in the winter sunshine at Chiriakhana, Nicco Park and Victoria. To celebrate the winter euphoria BIG 92.7 FM, India's No. 1 Radio Station has announced the **Komlalebu Week** for its listeners, a novel concept where in BIG RJs will be seen at all the usual winter hangouts... but not alone....rather, with their listeners in tow!

The Komlalebu week will kick start with RJ Mou doing Kelenkari with the listeners atop the gently floating vessels on the river Ganges and then throughout the week, the young listeners of BIG 92.7 FM will be accompanied by RJ Sumanta, as they take tonga rides and enjoy themselves at Victoria Memorial. RJ Riddhi and Preksha with a bus full of excited kids will spend an entire day at the Alipur Zoo as well. There will also be a fancy dress competition for the little ones who are bored at home during their winter vacation.

Calls and smses are pouring in by hundreds as Kolkata is becoming more and more excited to celebrate the winter season BIG FM style. The finale will be the Christmas day activity where two lucky kids from Kolkata will be selected to interact with Amir Khan who will be live in the Mumbai studio.

Announcing the initiative, **Mr. Bodhayan Roychoudhury, Station Head, BIG 92.7 FM** commented, "We not only entertain our listeners with our innovative programmes on air but our RJs also share special times with their listeners. With this initiative, aptly named after the seasonal fruit Kamlalebu (orange), we are ushering the winter festivities which are so dear to the lives of Kolkatans. What better way than to do it together! We are sure this activity will be greatly enjoyed by the listeners of BIG 92.7 FM."

BIG 92.7 FM. Shono Shonao, Life Jamao !

Notes to Editor

About BIG 92.7 FM

BIG 92.7 FM is part of Adlabs Films. Ltd. **The Station** is poised to create history with its 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 plans to take FM 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. The Station promises not only to entertain but to inform and empower the listener with utilities that one may take for granted. In addition to the utilities, the Station has a stunning array of RJ's who will be the voice and personality of the channel. The RJ's have been selected after a careful and selective nationwide hunt. With an investment of Rs. 400 crore dedicated to Transmission Equipment, Infrastructure and licensing, the proposed network will be the largest ever. BIG 92.7 FM will bring to you 24x7 unique entertainment from a highly advanced and state-of-the-art radio broadcast technology via transmitters with web based remote management capability, hot swappable power supply and power amplifier with controller card redundancy. BIG 92.7 FM is the next BIG thing on Radio. Big is beautiful! BIG is better! And now its here!! BIG 92.7 FM. Suno Sunao, Life Banao!

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