

## Red FM partners The Mumbai Indians

*Gives 8 'Fadu' Fans a chance to watch Mumbai Indians LIVE in South Africa*

Mumbai, Maharashtra, April 9, 2009 /[India PRwire](#)/ -- *Are you ready for the experience of a lifetime?*

*Are you dreaming about flying to South Africa to watch Mumbai Indians play?*

If your answer is YES, then **RED FM, Mumbai's No.1 Station**, is here to make your dream come true! After the success of the partnership with the Mumbai Indians last year, RED FM is once again the Official Radio Partner of Reliance Industry's Mumbai Indians for the second season of DLF IPL. RED FM will give eight 'Fadu fans' a once-in-a-lifetime opportunity to experience the most awaited and exciting matches of the Mumbai Indians LIVE in South Africa!

*But winning the coveted tickets to South Africa is not going to be very easy....*

*Let the hunt begin!*

Starting **April 13, RED FM**, the **official partners** of the Mumbai Indians, has planned an exciting treasure hunt for the tickets! As a run up to the matches, for a period of four weeks eight locations in the city will be identified and the RJs will give on-air clues to bring the listeners closer to the final location of the tickets. The clues will be devised to crack the code format with a password. Listeners from all over the city will be invited to call in with their estimates and guesses to the location of the ticket. Finally they would have to give the 'password' to the person who holds the ticket and only then can they win it. The listener who reaches the location first wins! RED FM OBs will be stationed on locations to capture the excitement and the confusion amongst the listeners.

**Two tickets to South Africa are up for grabs every week and all of Mumbai has a chance to win. All one has to do is stay tuned in to Red FM and solve all the clues!**

Commenting on this first of its kind initiative, **Anuj Singh, National Marketing Head and Station Head (Mumbai), Red FM**, said, *"Cricket is one of the main pillars of Red FM's programming and who better than Mumbai's No.1 station to partner with Mumbai's home team! Like RED FM, the Mumbai Indians too exemplify the essence of the city and we are thrilled to continue our association with the team. Mumbaikars have the spirit to bring in the excitement and energy into the game. In an ultimate show of support Red FM had turned to Blue FM last year, this year too with our treasure hunt panning across the city, Mumbai will be the playground for the Mumbai Indians Fadu Fan!"*

Red FM has planned a very innovative 360 degree campaign across on-air, on-ground and multimedia. The different phases of the campaign will be unveiled in different stages, maintaining listener curiosity and involvement throughout the series. Through this partnership, RED FM continues to strengthen its brand promise of providing interesting and innovative content to listeners.

Last year, in a first of its kind brand integration, RED FM turned to Blue FM for a whole day for the Mumbai Indians. For the first time in the history of radio, a radio station changed its brand name, identity and jingle to support a cricket team. Red FM also won two WOW awards for excellence in events and experiential marketing for the initiative.

**SO LET THE HUNT BEGIN!!!**

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