



## **“Suno Sunao Life Banao” every night on 92.7 BIG FM**

**~ 92.7 BIG FM Launches a unique Late night show by RJ Junaid and Motivational speaker Priya Kumar ~**

**~ Shiney Ahuja bares his heart to RJ Junaid ~**

**Mumbai, 5<sup>th</sup> December 2011:** Amidst the haste and hustle in the city that never sleeps, India's No.1 radio network **92.7 BIG FM** launched a first-of-its kind late night show by **RJ Junaid** and Motivational Speaker and Best Selling Author **Priya Kumar**. The show truly aims to 'celebrate life' in all its glory & deliver hope to a nation which is constantly looking for it. The show breaks the late night radio stereotypes of Love counseling & retro trivia led shows and enters the real life of listeners & aims to uplift their spirit every night.

Shiney Ahuja one of the guests at the press conference of the show spoke to RJ Junaid about the traumatic time he and his family had to go through recently and how helpful it had been to just share his burdens with friends and well wishers. He said that a show like this can be a great bouncing board for people who need an outlet to let out their emotions since bottling it up can be very detrimental in the long run. Other guest at the event was Julia Bliss.

Another big USP of the show is that it promises to play two hours of exclusive RD Burman's hits every night that's sure to uplift their mood. The show aims to truly listen to the listener's life issues arising out of work, career, love & its impact on relationships in specific while celebrating winners who overcome such challenges in their lives. The show is brought alive by renowned BIG FM RJ Junaid who has experience in counseling on radio for over a decade and also features Priya Kumar who is a motivational speaker & life coach with more than 12 years of experience in experiential learning. She also authored best-selling self improvement books I am another you, License to live and The Perfect World.

Commenting on this innovative format, **Company Spokesperson, 92.7 BIG FM** said “This show truly reflects our brand philosophy SUNO SUNAO LIFE BANAO & hence named the show after it. We understand people listen to radio in the night actively & are more engaged with the medium. However, there is clear gap & growing discontentment among the audiences on it being repetitive & relatively less engaging. Our show aims to capture life issues & truly listen & counsel them to win in life. RD Burman's music is the best musical expression we found to underline the show as its evergreen & uplifting like no other & true celebration of life”

Adding to her new role in radio co-host Priya Kumar said – “Though I have been a motivational speaker for multi national corporate houses for over a decade, radio has given me the opportunity to reach out to a larger audience on a personal level. The mission of Big FM 'suno sunao life banao' is in sync with my purpose. And one look at the world around you, you will agree that this is a much needed show to add some clarity in the confusion that trails a lot of people. There is hope, there is a way out, there are more possibilities than there can be problems, and that is the message of our show. Ours is the first show that shares live inspirational stories from a common man's life. The revolution here is that if you have done a



good deed, you are our hero. We highlight goodness and share it with others to take inspiration from. I am really privileged to be a part of such a profound purpose.”

So Suno Sunao Life Banao with 92.7 BIG FM in the late night shows by RJ Junaid and motivational speaker Priya Kumar and feel the magic!!!

**Reliance Broadcast Network Ltd.**

*Reliance Broadcast Network Limited is a multi-media entertainment conglomerate with play across radio, television, intellectual properties and out of home. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. 92.7 BIG FM – India’s largest FM Network with 45 stations, reaching over 4 crore Indians each week. BIG CBS – A joint venture with CBS Studios International, USA’s No. 1 TV broadcaster which has launched 3 Channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark. BIG MAGIC – marked the Company’s entry into the regional entertainment space, positioned as India’s only Channel exclusively for the Hindi Heartland. BIG LIVE – This division develops, executes and markets Intellectual Properties, integrated across RBNL’s media platforms. BIG STREET – In the business of acquiring and marketing of long term premium out of home inventory. BIG PRODUCTIONS - This division functions as a television content production house catering to the diverse creative needs of the Indian television landscape.*

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