



***“Dandiya se darr nahi lagta hai sahib, bheed se lagta hai”
says Chulbul Pandey’s Lady Love [Sonakshi Sinha](#) on 92.7 BIG
FM***

***“Dandiya khelne waaloan, thoda intezaar karo, Kajol thoda
waqt lagayegi!” says Kajol on 92.7 BIG FM***

**Catch Bollywood Divas Kajol & Sonakshi Sinha reveal their Navratri Plan only on
92.7 BIG FM**

Mumbai, September 27th, 2011: 92.7 BIG FM; India’s No. 1 radio network has flagged off its Navratri festival celebrations in style. The radio station has top Bollywood celebrities like **Kajol** and **Sonakshi Sinha**, the first two Devis out of the nine Devis talking about how they celebrate Navratri and memories associated with it.

The radio station is all set to roll out a promising campaign ‘**9 Devis of Navratri**’, which will run for three weeks and will offer advertisers a connect with the largest number of audiences during this festive season.

Sonakshi Sinha reminisce her childhood days when she would get dressed and head to garba pandals after school to play garba. A total foodie, **Sonakshi** as always will feast on sweets but will not miss her gym workout this Navratri. A casual dresser at heart, she loves saris and so do her fans. She was thrilled when some people recently commented that she had what it took to play Goddess Durga, but according to her **Hema Malini** is the only one who is best suited to play the Goddess on-screen or on stage. She strongly feels that **Rekha** is a true diva and is in awe of her beauty and perfectionism. **Sonakshi** shared some interesting snippets about her family and how they really mollycoddle her. She shared beauty and health tips with the listeners. “Dandiya se darr nahi lagta hai sahib, bheed se lagta hai...!” she said smiling..

Kajol on the other hand, loves to watch people play garba more than participating. She recollected some fond memories from her childhood when she used to serve at the pandals and play all day during Durga festivities. She says she has never asked for anything from God except thank him for all the blessings he has showered on her. **Kajol** is very proud of her motherhood and loves spending time with her kids. Like **Sonakshi** she too agrees that, **Hema Malini** is the ideal choice to play goddess Durga. She gleefully adds; “Dandiya khelne waaloan thoda intezaar karo, Kajol thoda waqt lagayegi!”



92.7 BIG FM listeners can listen to both these interviews shortly on BIG 30 Countdown show between 5pm to 9pm every day of the 9 days of Navratri. Stay tuned to know which the other 7 Devis are....

The focus this Navratri is ‘**9 Devis of Navratri**’ that revolves around the strength of women. The nine day festival celebrated in honor of Goddess Durga will run along two tracks--the first track called **9 Divas of Bollywood**, which will feature leading ladies of Bollywood who will speak about their favorite Navratri song, movies, their fashion statement and what Navratri means to them. On a parallel track will be the show ‘**9 Devis of Navratri**’ where 9 lucky girls will be selected via contests run on-air. These girls will get an opportunity to be treated like divas and will be pampered—finest clothes to wear, perfect make up, luxury car to take them around... for 9 days. Being the largest network 92.7 BIG FM has tied up with some of the biggest and celebrated pandals, across Maharashtra, Gujarat, Madhya Pradesh and Uttar Pradesh.

Soumen Ghosh Choudhury, Business Head 92.7 BIG FM said, “We are glad to have the beautiful **Kajol** and vivacious **Sonakshi** talk about their Navratri experiences with our listeners. Navratri is one of the most celebrated festivals in the country accompanied by dancing, singing, shopping, puja & devotion. The nine days of Navratri & Garba are celebrated with much gusto & feverish pitch in the states of Gujarat and Maharashtra. Bollywood too celebrates Navratri in a grand style. This is the time of the year when celebrities attract garba pandals with their presence & dancing to the beat of the drums & dandiya music, spreading cheer & happiness around.”

About 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 3.57 crores Indians each week. BIG CBS – A joint venture with CBS Studios International, USA’s No. 1 TV broadcaster which is launching 3 Channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark. BIG MAGIC – marks the Company’s entry into the regional entertainment space. The Channel is positioned as India’s only Channel exclusively for the Hindi Heartland, featuring locally relevant entertainment around humor, music and Bollywood. 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. For more information, log on to: www.reliancebroadcast.com

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