



**92.7 BIG FM IS EXCLUSIVE PARTNER FOR 'ICC CRICKET WORLD CUP 2015'**

**LAUNCHES SPECIAL SHOW 'CRICKET KA BIG HEADQUARTER' WITH EXPERTS VIRENDRA SEHWAG AND HARSHA BHOGLE**

**EXCELLENT ON-AIR ENGAGEMENT INCLUDING EXCLUSIVE TRIVIA AND A CONTEST;  
WHEREIN 6 WINNERS STAND TO WIN A TRIP TO AUSTRALIA AND REPORT FROM THE  
STADIUM**

**Mumbai, February 2, 2015.. 92.7 BIG FM** once again offers its partners the best possible engagement opportunity with the announcement of its exclusive partnership for the **ICC Cricket World Cup 2015**. As official radio partners of this year's biggest cricketing event, 92.7 BIG FM endeavors to enhance its offerings through exclusive on air content and exciting off air initiatives. In delivering the best possible entertainment experience the station announces a unique and interactive property christened **Cricket Ka BIG Headquarter** with experts **Virendra Sehwa**g and **Harsha Bhogle**. Elements will begin from the 8<sup>th</sup> of February, leading into the World Cup on the 14<sup>th</sup> of February, and then until the end of the World Cup. With this, the stage is set for an exhilarating aural experience across the radio station's expansive 45 station FM network!

Offerings from Cricket ka BIG Headquarter from 92.7 BIG FM:

- Exclusive content throughout the season ranging match updated, trivia, behind the scene stories, game analysis and celebrity interactions
- Cricket expert Harsha Bhogle will give expert pre and post match analysis
- The most ardent 6 winners across India will be selected, basis performance in quizzes and contests on air. The winners will travel to Australia and watch the grand finale live, while also reporting for BIG FM from down under! This will be judged by Virender Sehwa

Ensuring extensive marketing, platforms across on ground, digital and social media will be activated:

- 92.7 BIG FM will set abuzz social media platforms with various engagement activities for its listeners. This will include games, trivia, picture updates and quizzes to ensure high engagement
- BIG FM jocks will also visit residential welfare associations to engage with audiences to create excitement and awareness of the radio station's property.
- Taking consumer engagement a step further, 92.7 BIG FM has also taken a leap in the digital space by partnering with **PLUGGD Radio** to launch a mobile app for Cricket Ka BIG Headquarters. The app which is meant to enable listeners to engage with RJs through chats and participate in contests and polls, will also regularly update listeners on 92.7 BIG FM's music, RJs, and the latest from Cricket Ka BIG Headquarters.

Commenting on the launch of Cricket Ka BIG Headquarter, **Ashwin Padmanabhan, National Business Head, 92.7 BIG FM** stated, "Cricket is a religion in our country and is immensely loved and followed by our people. We are extremely delighted to partner with the very prestigious ICC World Cup, offering yet another unparalleled entertainment experience with 92.7 BIG FM. Our offerings combine to provide our cricket-frenzied audiences an excellent sports entertainment experience, while giving marketers a fabulous property to ride with."

**ABOUT RELIANCE BROADCAST NETWORK**



Reliance Broadcast Network is a media and entertainment company with interests in radio, television and television production. The Company houses: 92.7 Big FM - India's No.1 FM Network with 45 stations, reaching over 4 crore Indians each week; Big Magic - which has built strong brand equity as a Comedy Channel and is positioned as the one stop destination for humor, with higher affinity in the Hindi heartland; Big Magic Ganga - the No. 1 regional Channel of Bihar and Jharkhand; Big Magic International - a channel targeted at the Indian Diaspora in the US and Canada; BIG Thrill - the destination for action entertainment; and Big Productions - its television content production division. For more information log on to [www.reliancebroadcast.com](http://www.reliancebroadcast.com)