

92.7 BIG FM elevates Jay Mehta to Station Head, Mumbai

Mumbai 20th November 2014: 92.7 BIG FM, India's No. 1 radio network, today announced the elevation of Jay Mehta as **Station Head, Mumbai**. Jay joined 92.7 BIG FM in August 2014 in the position of Sales Head – Mumbai and has been an ace performer, steadily growing revenues for the Station. In his role as Station Head, Jay's primary responsibility will be to manage the P&L of the Station, ensuring profitability as the station continues to deliver excellent value to listeners and advertisers alike.

Jay Mehta will report to Ashwin Padmanabhan, Business Head, 92.7 BIG FM.

Jay carries with him over a decade's work experience, with companies like Uninor, Idea Cellular, Bharti Airtel and Reliance Communications. Jays key strengths include innovations, strategy formulation and execution, brand launches, brand associations, and sales and distribution. He has to his credit, been a key part of the launch team of two telecom giants in India – Uninor and Idea Cellular and has been instrumental in seeding the brands during its initial periods.



Speaking on his appointment, **Mr. Ashwin Padmanabhan** said, "It is an absolute delight to meet and work with committed employees like Jay. His relationship skills and ability to deep dive and understand the Clients requirements and offer suitable solutions, is phenomenal. We couldn't have found anymore more apt for this role than Jay and I am confident he will lead the entire team to the next level."

On his appointment, **Jay Mehta** said, "I am privileged to be acknowledged so early in my association with BIG FM and thank the management for the same. My clear focus going forward is to make BIG FM synonymous with radio, to increase revenue share and to build a strong cohesive team that delivers excellent clutter breaking content to listeners and value to advertisers.



Jay has a superlative educational record with a distinction in Masters in Management Studies (MMS) - Marketing from Chetana College Mumbai and a Bachelor of Commerce (BCOM) degree with distinction from Narsee Monjee Institute of Commerce and Economics Mumbai.

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



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