



## **92.7 BIG FM ties up with the biggest & a record of 29 garba pandals across the country to celebrate Navratri Listeners get to win 9270 passes!**

### **To run unique promotion called '*9 Devis of Navratri*'**

**Mumbai, September 19, 2011:** After the overwhelming success of the **BIG Green Ganesha campaign**, **92.7 BIG FM** India's No. 1 radio network is all set to celebrate Navratri in a grand style. 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.

Interestingly one of the pandals **92.7 BIG FM** has tied up with is the United Way of Baroda, which is the world's biggest garba in terms of participants and viewers. This pandal had even gained an entry into the Guinness Book of World records in 2010.

The focus this *Navratri*; '**9 Devis of Navratri**' 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** will feature leading ladies of Bollywood who will speak about their favorite *Navratri* song, their favorite 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 silly 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.

Here are some of the leading pandals that **92.7 BIG FM** is associated with... Growel Mall, Borivali Pandal and Korakendra Juhu are the pandals in Mumbai; Gujarati Mitra Mandal and Spice and Ice garba in Sholapur, Indoor Stadium and Royal Park in *Surat*, United Way of Baroda in Baroda. There are 5 pandal associations in Rajkot with Neel's City club, Swagat Dandiya, Jeel Entertainment, Surbi and Sargam. Lakshya Garba and Ras Ullas in Indore, Patrika Garba in Bhopal, Eutopia Group in Gwalior and 5 *pandals* in Kanpur.

**Soumen Ghosh Choudhary, Business Head 92.7 BIG FM** said, "Navratri is one of the most celebrated festivals in the country. The enthusiasm among the people during this time is infectious as they dance, shop and basically have a good time. **92.7 BIG FM** will make it even BIGGER for its listeners, by giving out 927 passes in each city. Also, this time, we will also have the nine leading ladies of Bollywood in their *Navratri* avatar. We are very excited about it and



are sure our listeners will love it too. We are particularly proud to be associated with the United Way of Baroda pandal which has earned top honors for having the highest number of participants for *garba* and entered the Guinness Book of World Records. At these pandals advertisers can expect high footfalls resulting in high visibility and wider brand recognition.”

**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](http://www.reliancebroadcast.com)*

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