



MEDIA RELEASE

92.7 BIG FM, DELHI INITIATES THE THIRD EDITION OF “DARYA DILLI”

ASSOCIATES WITH MAX LIFE INSURANCE AND GOONJ TO HELP THE UNDERPRIVILEGED IN DELHI DURING THE BITING WINTER

MONTH LONG COLLECTION DRIVE DURING DECEMBER TO SHELTER THE POOR AND UNDERPRIVILEGED

Delhi, December 27, 2012: 92.7 BIG FM’s New Delhi station has initiated the third edition of its city-wide campaign - “**Darya Dilli**”, which aims at making the chilly winters of the city a more tolerable affair for its underprivileged residents. With the winters of 2011-2012 claiming at least 10 lives a day in Delhi alone, 92.7 BIG FM is conducting a **city-wide collection drive** encouraging the more privileged citizens of the city to donate clothing which can shelter the poor and under privileged from the harsh and cold weather. The campaign is being conducted in association with **MAX LIFE INSURANCE** and **Goonj**, an NGO working towards the welfare of the underprivileged.

After the tremendous success of the first two editions of the “**Darya Dilli**” campaign, **92.7 BIG FM Delhi** has once again undertaken the initiative to urge the *Dilwala’s of Dilli* to step forward and donate woollens for the underprivileged who face the maximum brunt of the chilling cold of the north. **92.7 BIG FM RJs** are leading this collection drive by encouraging and inviting the citizens of Delhi through on-ground interactions and social media platforms, to contribute woollen clothing for the poor. The garments will be distributed in association with Goonj. Adding some excitement to this drive, a special auction is being conducted on-air wherein listeners can bid for their favourite songs in the form of number of woollen clothing they wish to donate. The highest bidders will receive song dedications, credits and on-air exposure for their generosity.

Commenting on the initiative, a 92.7 BIG FM spokesperson said, “We have always encouraged our listeners to partake in social issues which lend a helping hand in bringing about a positive impact to the lives of the underprivileged. With an increase in social awareness, campaigns such as “Darya Dilli” go a long way in the betterment of living standards of our country’s population. We are extremely delighted to run the third edition of this campaign and would like to thank every person of this magnanimous city stepping forward to warm the lives of their fellow citizens.”

A city-wide woollen clothes collection drive for underprivileged people in New Delhi, the Darya Dilli campaign in association with Max Life Insurance and Goonj is currently being conducted across the city.

About Reliance Broadcast Network Ltd.

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