



92.7 BIG FM celebrates the launch of its new jingle with elegance personified: Vidya Balan!

~Shaan & Kavita Seth chant the new tune of the station~

Mumbai, 11th January 2012: 92.7 BIG FM, India's No. 1 FM Network and the Radio Broadcaster of the Year at the Golden Mikes, celebrated the launch of their new vibrant jingle Suno Sunao Life Banao, tailored to emote the 'sound of celebration' with the leading lady of Bollywood **Vidya Balan** and ace singers **Shaan & Kavita Seth**.

92.7 BIG FM has brought together some of the finest musicians and singers to bring originality and life to this jingle to make it an unforgettable experience for its listeners. Each singer sang for different time bands and for different languages. For instance **Shaan** has positive punch in his voice that spells happiness and thus makes his voice perfect fit for drive times and works as a great stress buster. **Karthik's** voice is undisputedly the voice of the new generation in south and offers a lot of variety. **Suraj Jagan** has a refreshing voice that makes it perfectly suitable for early morning time band. **Kavita Sheth** has an exclusive raw voice with a sufi touch again perfect for a blissful early morning start while Suzanne D Mello has soft, easy, sensual voice that makes evenings pleasant.

The credit of this new jingle goes to the hard-work and expertise of music composer and creative director Rochak Kohli, music producer and project head, Ravi Singhal, lyricist Rochak and Ravi Singhal. To add flavor to this exceptional tune 92.7 BIG FM brought together live musicians from the industry including Sivamani (Drums and percussions), Naveen (flute), Kalyan Baruah (Guitars), and Raja (Tabla and other percussions).

First time in the history of the radio industry, an FM channel has come out with a novel concept for a jingle which has many differentiators to its credit: different compositions, different lyrics for different time bands to go with the moods of listeners at different times of the day and different singers for Hindi & Non-Hindi markets. This is drastic, considering that most radio stations have had standard lyrics and tunes with slight modifications in tempo to suit the time band.

Vidya Balan was seen trying her hand at singing with **Shaan & Kavita Seth** by singing one of the new jingles. Vidya Balan also spoke on how 92.7 BIG FM brings in a lot of innovation to radio and it is always a great pleasure to tune in to 92.7 BIG FM and enjoy the music.

Through this launch 92.7 BIG FM reaffirms and brings to light the ethos of its platform as a source of entertainment and not just another destination for Bollywood music. This new avatar will reinforce the stations engagement and bond with the listener and help in delivering greater levels of entertainment to listeners. The new jingle is a reflection of 92.7 BIG FM's new identity as a brand that truly celebrates life by partnering people and their varied passions. The tune has been



recorded in 14 different languages including Hindi, Telugu, Malayalam, Tamil, Kannada, Marathi, Gujarati, Punjabi, Dogri, Kashmiri, Oriya, Bengali, Assamese and Konkani.

Reliance Broadcast Network Ltd.

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