

BIG FM'S INTERACTIVE SHOW 'BIG SPOTLIGHT' SEES EXEMPLARY LEADERS ACROSS INDUSTRIES INSPIRE LISTENERS DURING THESE TESTING TIMES

~ The aim of the show is to highlight how these leaders and their organizations are managing business continuity in crisis while also adding value to the society ~

National, 28th May, 2020 – BIG FM, one of the leading radio networks in the country, is known for spearheading various purpose-driven initiatives for its listeners and society at large especially in the trying times that the nation is currently facing. Taking its endeavor of educating and entertaining its audiences further, the radio channel launched an interactive show '**BIG SPOTLIGHT**'. It features eminent leaders and influencers from various industries who have redefined success with their hard work and remarkable business acumen while continuously working towards making their organization reach greater heights.

Through 'Big SpotLight', Big FM aims to highlight how these leaders and their organizations are managing business continuity while also contributing to the society in the current time of crisis. These influencers and leaders open up about how their organization is managing work during lockdown and helping each other to remain at the top of their game. They also share their views on the impact of covid-19 on industries and how businesses will shape up post the lockdown. Giving a personal touch to the interviews, the show also sees them reveal their private lives as they speak about time spent with family, their hobbies and how they've been working from home.



Speaking about the show, **Asheesh Chatterjee, Chief Financial Officer and Chief Business Officer, BIG FM** said, "Each of the leaders and influencers who are a part of the initiative Big SpotLight, have worked hard to achieve the success they have and are an inspiration to many. With years of experience, their insight and perspective is not only important, but can also help us deal with the situation at hand in a better manner. In challenging times like these, I am certain that a show like this will not only help us gain a

good understanding of the situation, but also guide people, who are at home, towards working more efficiently. Their views will also help in gaining good insight on business strategies that could help in boosting the economy which is the need of the hour. Furthermore, it will help in building and strengthening the relationship with our brand partners who have been with us throughout the journey.”

The show has been graced by about 50 industry stalwarts till now. The guest speakers include:

Name	Designation & Company
Aalok Bhan	Director & CMO, Max Life Insurance
Amit Jain	Founder, Cardekho
Ankit Gupta	Territory Sales Manager, Maruti Suzuki
Anurag Sharma	Director, Baidyanath Ayurved
Arindam Haldar	CMO, SRL
Arks Srinivas	President & CEO, MBA Group, Career Launcher
Arushi Jain	Founder, Stayhappy Pharmacy
Brijesh Bhardwaj	Director, Kshipra scans and lab
Chaitanya Ramalingegowda	Director & Co Founder, Wekefit
Divya Dixit	Sr. VP Marketing, direct revenue & analytics, ALT Balaji
Ganesh Iyer	CEO, Coolwinks Technology
Gurkirat Singh	Executive Director, Gulzar group of Institutes
Gurmeet Singh	Chairman & MD, Johnson Controls, Hitachi India
Hari Menon	CEO & Co Founder, Big Basket
Krishna Rao	Sr. Category Head, Parle Products Pvt Ltd
Meena Iyer	CMO, Medlife.com
Mehmood Mansoori	President shared services and online business - HDFC Ergo General Insurance
Nipun Jindal	Special Secretary Health & MD National Health Mission, H.P
Niraj Singh	CEO, Valuegroup Technologies
Nitin Mohan	Founder & MD, Mohan Clothing
Om Manchanda	Managing Director, Dr. Lal Path Labs
Padmakumar Nair	Director & Dean, L.M. Thapar School of Management
Pardeep Bansal	Director, HLP Galleria
Prashant Bhalla	President, Manav Rachna Education Institutes
Praveen Goyal	Marketing Group, SBP Group
Puneet Anand	Sr. General Manager & Group Head – Corporate Affairs, Hyundai Motor India
R S Sodhi	Managing Director, Amul
Rajesh Singh	Chairman, Kunwar Global School
Rajesh Waliya	Director, Marbella Grand
Ravi Bhatnagar	Director External Affairs & Partnerships Amesa Reckitt Benckiser
Ravi Santhanam	CMO, HDFC Bank
Sanjeev Goyal	Managing Director, The Mentor Group

Sanjeev Vashishta	MD & CEO, Pathkind Diagnostics
Satnam Singh Sandhu	Chancellor, Chandigarh University
Shashank Srivastava	Executive Director, Maruti Suzuki India
Shridhar Venkat	CEO, Akshaya Patra Foundation
Smita Murarka	VP Marketing, Duroflex
Subhash Narang	Managing Director, City Heart Hotels
Sunder Sharma	Deputy Director, Department of Ayurveda, H.P.
Sunil Katarai	CEO, Godrej Consumer Products LTD
Sunil Rai	Vice Chancellor, UPES
Suresh Narayanan	Chairman & Managing Director, Nestle India
Tajinder Mukherjee	Chairman & MD, National Insurance Company LTD
Vikas Bagaria	Founder, Redcliffe Hygiene
Vipul Sachdeva	Managing Partner, Monalisa Showrooms
Vivek Singla	MD, Maxxus Group

Increasing the fun quotient, the radio station also organizes quizzes in the show that take place between the RJ and the influencer/leader. In order to amplify the show's reach and spread its message, the interviews are being taken both in video and audio format and are aired on BIG FM and its LinkedIn platform.

ABOUT BIG FM:

BIG FM, One of India's largest radio network with 58 stations, reaches out to 1.9K towns and 1.2 Lacs villages and over 34 Crore Indians across the country. BIG FM has evolved with the changing times. With the new positioning, BIG FM will play a meaningful, relevant and compelling role in lives of consumers. It will not just be about entertainment but a brand that has a purpose. With its extensive reach, localised content and credible RJs the brand will play the role of a 'thought inspirer' and an agent of positive change in society. The new tag line of 'Dhun Badal Ke Toh Dekho' reflects the philosophy that 'Changing the world for the better starts with changing your thoughts'.

Realigning the programming to reflect the new positioning, BIG FM has refreshed the music promise playing your favourite music tested with the audience besides bringing on board some big names from the Radio and entertainment spaces across all key markets. The network's occasion-based programming, CSR Activities and client integrated campaigns strongly reflects its Dhun Badal Ke Toh Dekho ethos. The original content-based shows and engaging brand led campaigns has consistently won accolades at prestigious industry awards like the EMVIES, ABBYs, Asian Customer Engagement Awards, Indian Radio Forum & New York Festival.