



THE POWER OF BIG FM NETWORK

MOST EFFECTIVE & ENGAGING STATION TO ADVERTISE

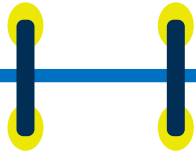
Thought Inspirers

Content Creators

WE ARE THE LARGEST RADIO NETWORK

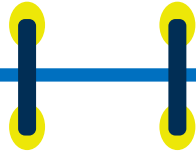
FACILITATING UNMATCHED REACH

Stations



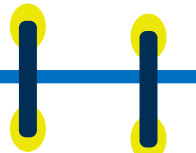
58

States
Covered



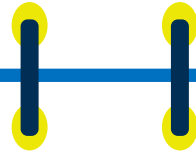
24

Population
Covered



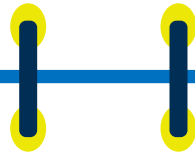
34_{cr}

No. of
Villages



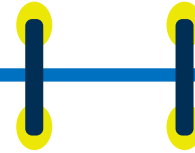
1.2_L

No. of
Towns



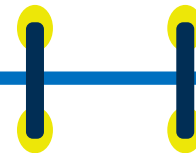
1.9_k

RJs



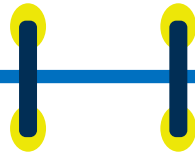
125₊

Languages



19

Years
On Air



13

THE MOST AWARDED RADIO STATION



Golden Mikes

2019



**THINKING DIFFERENTLY
INSPIRES GREAT WORK!**



BIG FM BAGS 14 AWARDS, WINS 10 GOLDS AT IRF 2019

Category	Winner	Award
RJ of the Year (Hindi)	Neelesh Misra	Gold
RJ of the Year (Tamil)	RJ Balaji	Gold
RJ of the Year (Telugu)	RJ Shekhar Basu	Gold
RJ of the Year (Kannada)	RJ Shruti	Gold
RJ of the Year (Marathi)	RJ Sangram	Gold
Best Radio Show (Non-Breakfast-Hindi)	Suhaana Safar With Annu Kapoor	Gold
Best Radio Show (Kannada)	BIG Coffee	Gold
Best Radio Show (Marathi)	The Sangram Show	Gold
Best Radio Show (Hindi- Non-metro station)	Suhaana Safar With Annu Kapoor	Gold
Best Radio Sparkler (Hindi)	Actor Calling Actor	Gold
Best Radio Show (Non-Breakfast-Hindi)	Yaadon Ka Idiot Box With Neelesh Misra	Silver
Best Radio Show (Bengali)	Sholana Bangaliana	Silver
Best Radio Show (Hindi- Non-metro station)	Yaadon Ka Idiot Box With Neelesh Misra	Silver
'Best Radio Promo - In-House (Kannada)	Drink and Drive Radio Test	Silver



2019

OUR CELEBRATED RJs

BANGALORE- SHRUTHI



Winner of 2 IRF Awards

BANGALORE- PRADEEPA



**Blue Eyed Boy of Bglr's
Radio Industry**

**MUMBAI -VRIJESH
HIRJEE**



City Perspective with wit & humour

MUMBAI -ABHILASH



ANNU KAPOOR



Bollywood Trivia

NEELESH MISRA



Storyteller

KOLKATA- NILANJAN



**Stand up comedian +
accomplished anchor**

KOLKATA- PAMELA



**Update women about
Fashion, health, & food**

BANGALORE- RASHMI



Retro Savaari

KAAMINI KHANNA



**Devotional
Content**

CELEBRITY RJs

BIG FM HIGH SHARE & LISTENERSHIP IN BANGALORE, KOLKATA & MUMBAI

Bangalore	Share %	Cume (000's)
Big FM 92.7	24.5	650
Radio City 91.1	21.4	567
Radio Mirchi 98.3	17.8	478
Fever FM 104	9.9	326
Red FM 93.5	7.6	334
Radio One 94.3	3.9	181
Radio Indigo 91.9	1.9	108
Radio Mirchi 95	1.3	44

Kolkata	Share %	Cume (000's)
Big FM 92.7	25.3	860
Radio Mirchi 98.3	20.8	1022
Fever FM 104	19.9	624
Red FM 93.5	8.5	592
Friends FM 91.9	8.4	520
Radio One 94.3	4.1	218
Ishq FM 104.8	3.2	233

Mumbai	Share %	Cume (000's)
Big FM 92.7	17	585
Fever FM 104	15.2	621
Radio Mirchi 98.3	12.2	639
Red FM 93.5	10.8	530
Radio City 91.1	8.2	411
Radio One 94.3	3.7	309
Ishq FM 104.8	1.2	93

COST ANALYSIS

Bangalore	Gross Impact(000's)	CPM
Big FM 92.7	30543	7
Radio Mirchi 98.3	21754	10
Radio One 94.3	4800	25
Radio City 91.1	26217	8
Fever FM 104	12503	14
Red FM 93.5	9332	19
Radio Indigo 91.9	2402	50

Kolkata	Gross Impact(000's)	CPM
Big FM 92.7	36079	3.9
Radio Mirchi 98.3	30089	5.3
Radio One 94.3	5771	6.6
Friends FM 91.9	11953	3.3
Fever FM 104	28034	2.5
Red FM 93.5	12298	8.9

Mumbai	Gross Impact(000's)	CPM
Big FM 92.7	21849	16
Radio Mirchi 98.3	15290	31
Radio One 94.3	5206	54
Radio City 91.1	10743	34
Fever FM 104	18829	17
Red FM 93.5	13926	26

BIG FM is delivering more number of **Gross impacts** than competitors in Bangalore , Kolkata & Mumbai stations at **low cost**

BIG FM HAS HIGH SHARE IN FURNISHINGS & HOME DECOR CATEGORY



24%



29%



28%



21%



22%



35%



23%



20%



29%



30%



22%



31%

CAMPAIGN SUCCESS SPEAKS ABOUT OUR NETWORK POWER



STRATEGY

A phase wise campaign which begins with Muffled songs that play on the station wherein before transition of the brand and after transition they sound clear, RJ hosts the show with muffled voice discussing their difficulty in hosting the show, cross-station calls where RJs discussing the issue. The studio gets painted with Atmos as a solution to the problem.

RESULT

Radio Reach- Approx.32 Lakhs | Digital- Reach- 1.32Lakhs | Digital Impressions- 1.5Lakhs | Likes- Approx. 8k

THOUGHT

“Gaadi ka PUC toh sab karvate hain, kya aapne Ghar ka PUC karwaya?? Royale Atmos lagao and get your indoor home air pollution under control”



CAMPAIGN SUCCESS SPEAKS ABOUT OUR NETWORK POWER

12 BHASHA, 12 RJs AUR EK FREQUENCY

Strategy: Programming Roadblock wherein 12 RJs come together to share stories in their own regional languages + Stationality Change + Exclusive Interview with Nitesh Tiwari & Archana Anand on making of the song

Results: Radio reach- Approx. 23Million



BIN BATUA FRIDAY



Strategy: Pushing the app downloads through a without wallet Friday challenge. Participants were needed to put away their batuas, give a miss call at a number, get a download link through SMS, download the app and use it for doing variety of transactions using various features of Oxigen Wallet

Results: 20% increase in customer base; New Registrations: 8400 out of which 2000 actively participated



INTEGRATION WITH CHUTKI- SHOPKEEPA JOKES

Strategy: Gaurav Gera's digital platforms were utilized to cross promote and invite people to send their jokes on given number + On-ground activity where college students were invited to share their jokes

Results: Radio Reach- Approx.38Lakhs (3 RAM Markets), Entries- 26k+, On-ground Reach- 1000+ , Digital- 12Lakhs+ Organic reach

CAMPAIGN SUCCESS SPEAKS ABOUT OUR NETWORK POWER

ONE NATION ONE NETWORK ONE SONG

Strategy: Celebration of Independence Day in a musical way wherein 45 RJs from across India sang Vande Mataram connected over a call powered by one network- Vodafone Supernet

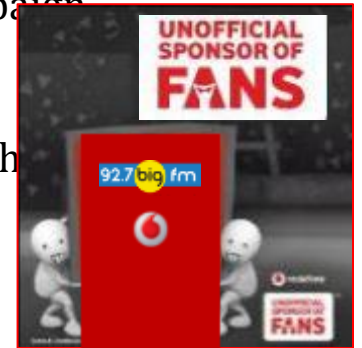
Results: Views: 1 Million+ | Reach: 35 Million+ | Facebook: Shares: 6k+ | Awards: Emvies, Golden Mikes, ACEF, ICMA



#UNOFFICIALSPONSOROFFANS

Strategy: RJs interact with fans at a ground level with ordinary citizens setting the context that one does not need to be an official commentator to have an opinion about cricket. RJ led campaign was backed by high frequency promos & gratification in ways of meet & greet their favourite players made listeners interact with Jocks

Results: Radio Reach- 12.3 Million | Gross Impacts: 87.8 Million



INTERNET 4 ALL

Strategy: A campaign panning across 4 weeks & 37 radio stations & digital with content revolving around the power of internet to change lives. We motivated users to participate in the cause of introducing non-data users to Internet through advocacy & storytelling.

Results: Radio Reach- 21.4 Million | Digital Reach- 21 Million

Awards: Golden Mikes, ACEF



CAMPAIGN SUCCESS SPEAKS ABOUT OUR NETWORK POWER



PURANA JAYEGA TO NAYA AAYEGA

OBJECTIVE

To create buzz and relevance for the communication from OLX -"PURANA JAYEGA TO NAYA AAYEGA"!

STRATEGY

Bringing a change in consumers to let go of old stuff not of use for them and sell it online. A 15min AFP done with famous comedians Krushna & Sugandha with humor as key element.

KEEMAT BHI KEEMTI BHI

OBJECTIVE

Effectively communicate the new campaign by establishing a bond between the brand and the Listeners

STRATEGY

Execution in 3 phases – Teaser, Launch & Campaign. Short stories, Jingle, spots were created. Integrations with Neelesh Misra & Suhana Safar shows + special "OLX Keemti Friday" spots were played

SUNDAY IS A BECH- DAY

OBJECTIVE

To register Sunday as Bech-day in consumer psyche & make them utilize their Sunday to make some bucks

STRATEGY

A long term 10 week plan- starts every Thursday & culminates on Sunday. Spoof voices of Bollywood stars Irfaan, Saif & Ajay Devan to appeal & drive listeners to list on OLX on Sundays and earn extra bucks

6 MONTH BREAK UP CHALLENGE

OBJECTIVE

Urges India to take the six-month break-up challenge and make a behavior change.

STRATEGY

Disruption spots were created talking about celebrity break-up, launched a break-up song. A dedicated show called celebrities home invasion, who listed their unused stuff on OLX.



THANK YOU

dhun badal ke
toh dekho