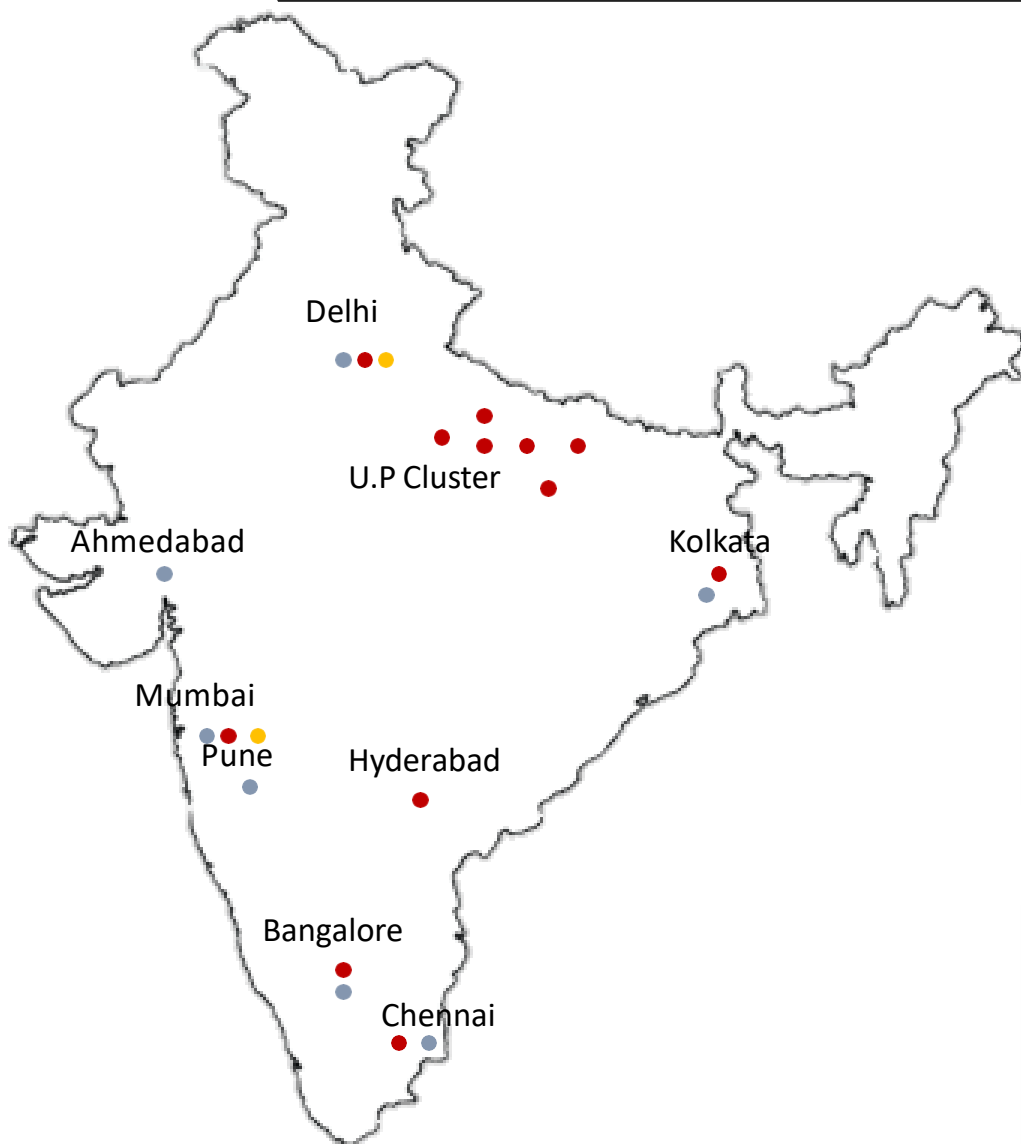




NO ONE COVERS METROS BETTER THAN US



TOTAL REACH OF
35 MILLION +
15 CITIES
22 STATIONS
8 METROS

Only network with
3 stations each in Delhi
& Mumbai

Only network with
2 stations each in Bgl,
Kol & Chn

94.3 RADIO ONE INTERNATIONAL

FEVER FM WELCOMES RADIO ONE TO ITS NETWORK.

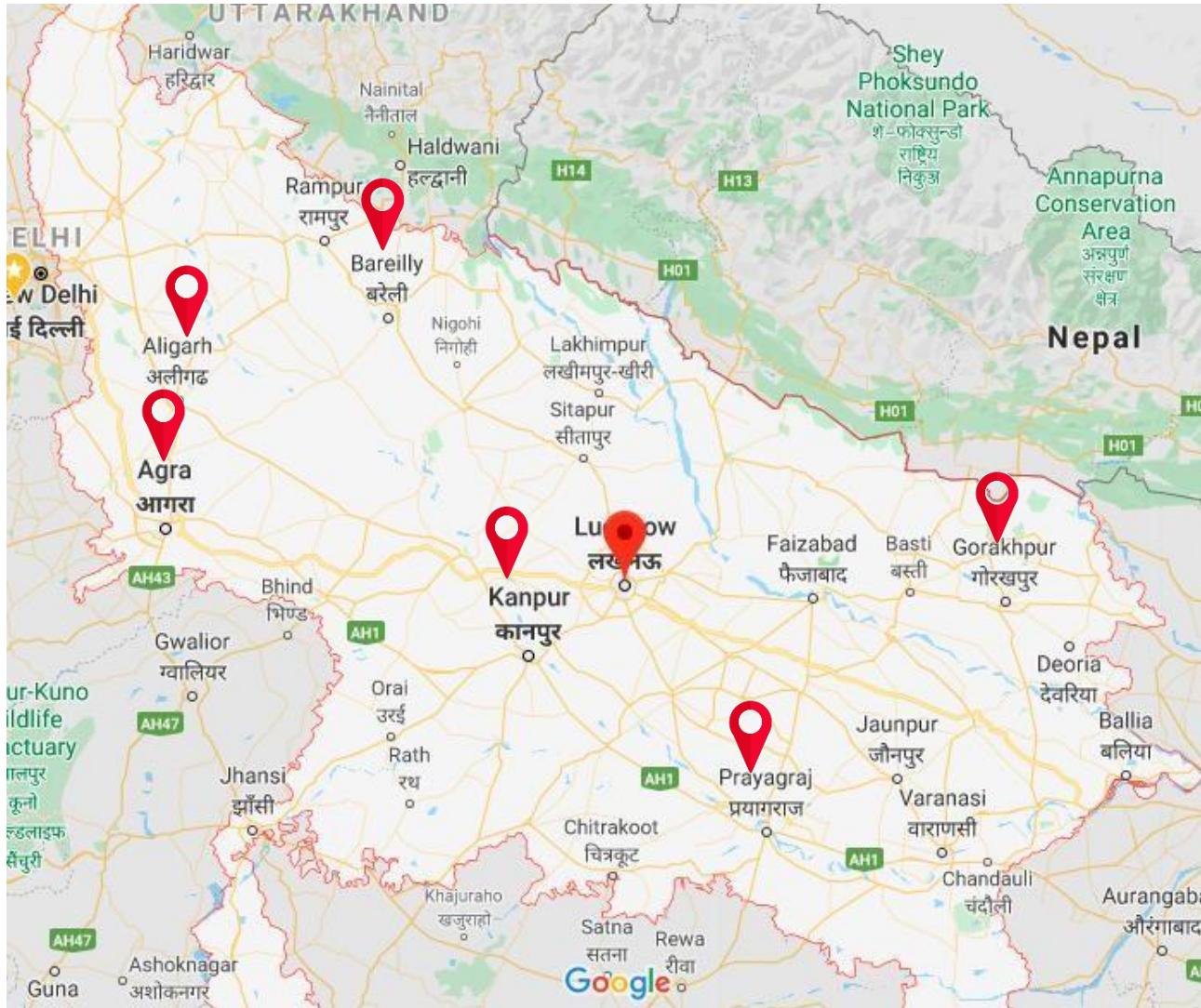
No One Covers Metros Better than us.

RADIO NASHA
phir wah deewangi

Give Your Brand the Fever Advantage!
15 Cities, 22 Stations, 8 Metros
35 Million+ Listeners*

Source: Del, Mum, Kol, Bgl - IAM (Aug WK 01-WK09, 2019); Other Cities - RS 2017

UP COVERAGE: 7 MAIN TOWNS COVERING 45 SATELLITE TOWNS



- **UP Network covers all top cities with an average 4.5mn+ population individually**
- **Reaching out to the most influential pockets of UP**
- **6 of these are identified as smart cities thus a slew of proposed investment**
- **Literacy rate of all 7 cities higher than the national average**

INDIA'S LEADING AND FORMIDABLE NETWORK

3 Differentiated Radio Stations

7 in 10 Radio Listeners on Fever Network

Unduplicated Reach

Distinct Customer Universes

Wide Footprint across India

CHR, Retro & International

35MN+ Urban SEC AB

18-50 yrs MF
Mid segment → Affluent HNIs

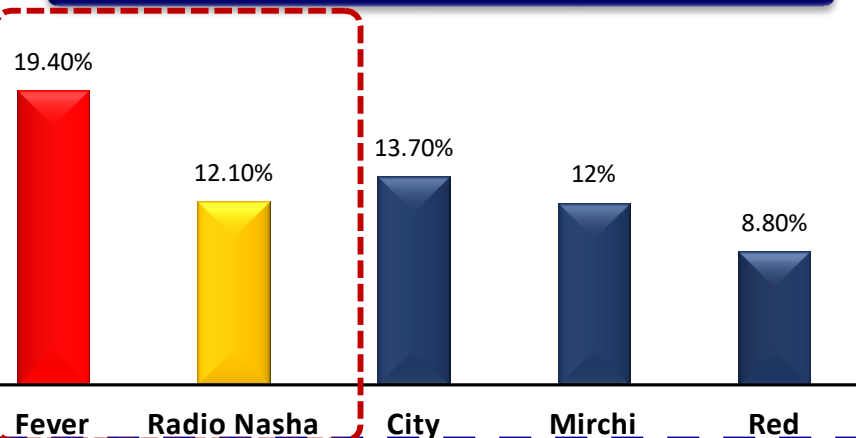
High-end Corporates → Top Brands → Retail & Micro Retail Presence

8 Metros + U.P Presence
Pune & Ahmedabad added to the Fever Network

RAM LEADERSHIP ACROSS ALL 4 METROS - SHARE

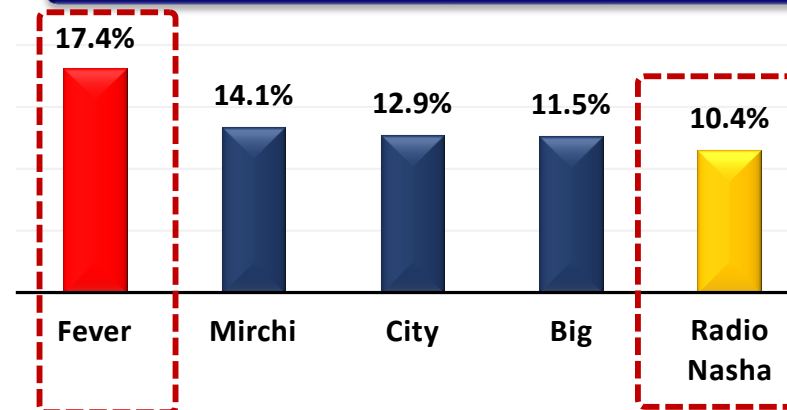
Delhi (All 12+)

Universe
16.5mn



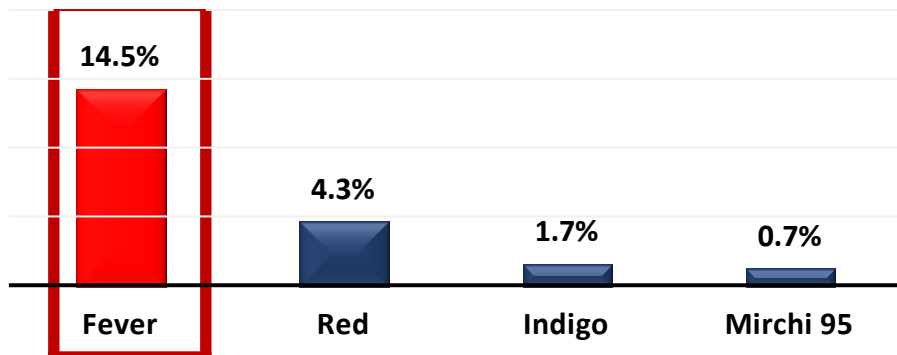
Mumbai (All 12+)

Universe
12.2mn



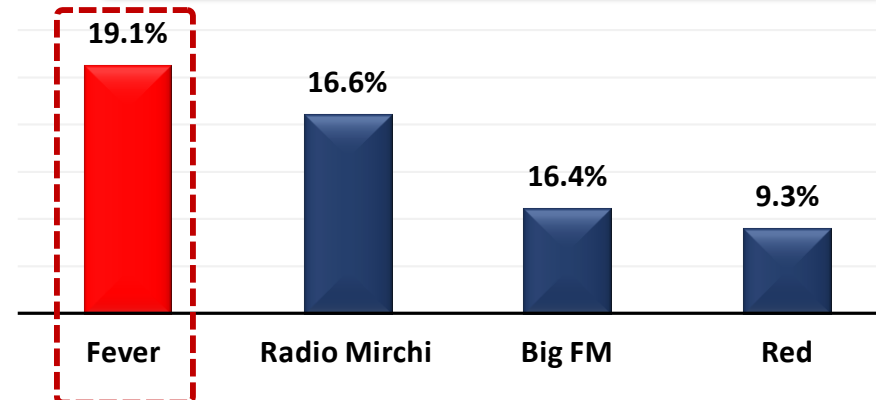
Bangalore (All 12+ Non Kannada)

Universe
5.3mn



Kolkata (20-34 yrs, AB)

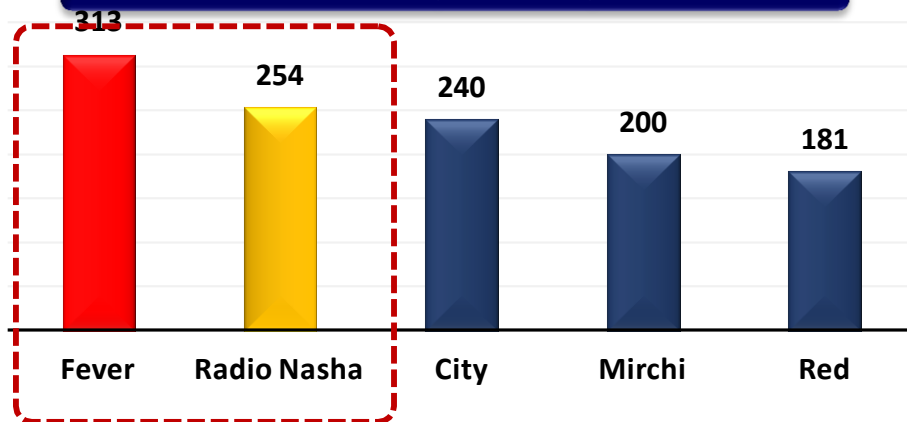
Universe
9.1mn



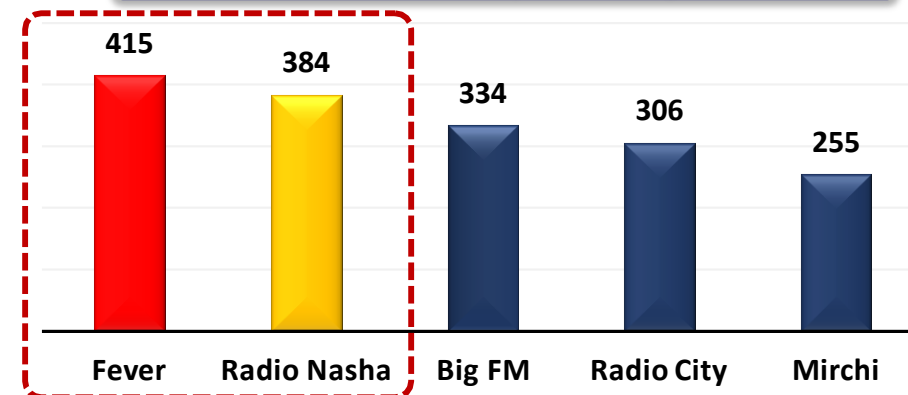
Absolute Dominance: Ranked No. 1 across all 4 Metros

RAM LEADERSHIP ACROSS ALL 4 METROS – TSL (Mins)

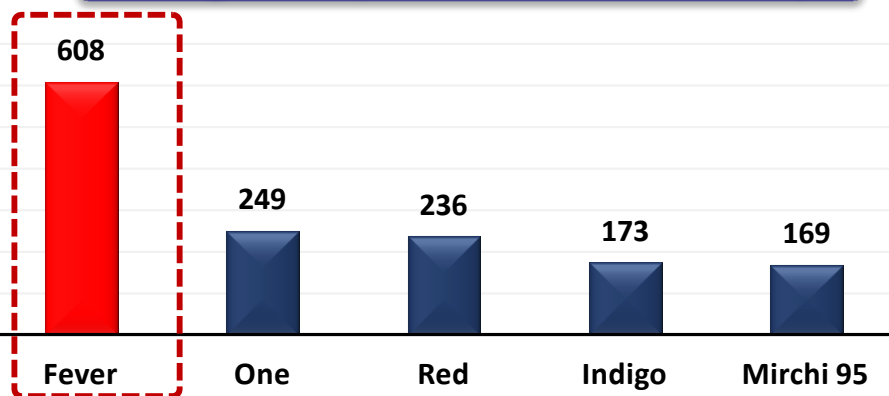
Delhi (All 12+)



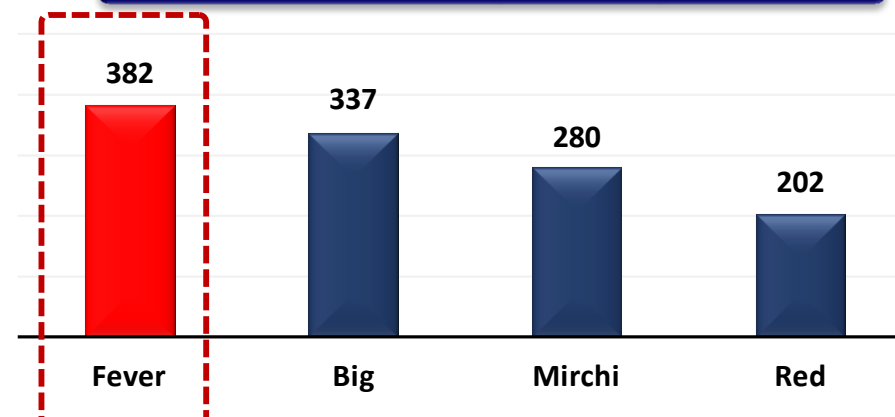
Mumbai (All 12+)



Bangalore (All 12+ Non Kannada)

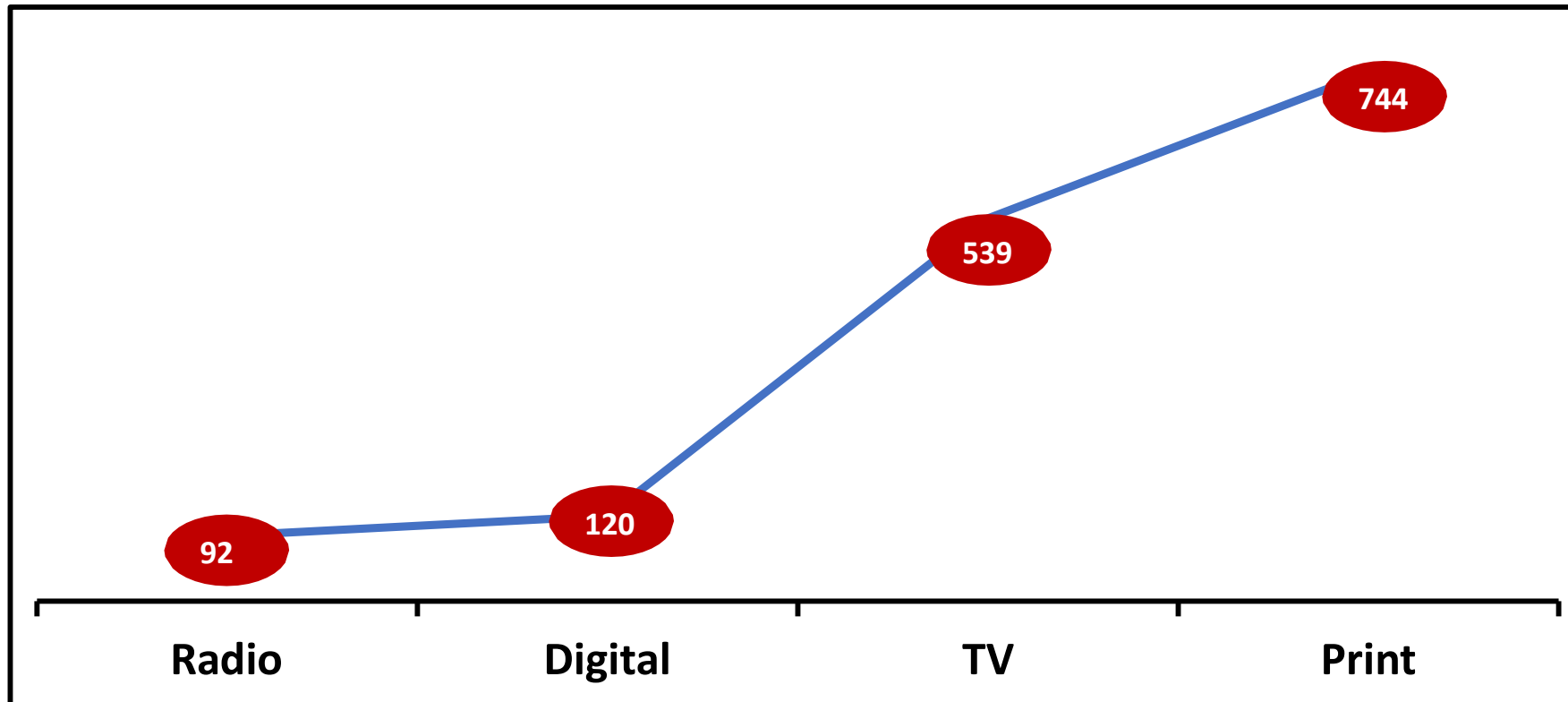


Kolkata (All 12+)



Absolute TSL Dominance: Ranked No. 1 across all 4 Metros

POWER OF RADIO – CPT COMPARISON



Campaign Assumptions
Market: Delhi
Campaign Duration: 7 days
TG: M/F, 12+
Radio: Avg. ER in Delhi
Print: Avg. Rate of HT & TOI
TV: Delhi GRPs
Digital: Geo Targeted

Most effective CPR in comparison to other mediums

800K FEVER FM / 1MN FOR RADIO ONE SOCIAL MEDIA FOLLOWERS COMBINED ACROSS PLATFORM



RJ AVI J
Followers: 60K +



RJ STUTEE
Followers: 40K +



RJ LUCKIE
Followers: 70K +



RJ RAHUL
Followers: 600K +



RJ SINDHU
Followers: 32K +



RJ RUCHI
Followers: 48K +



RJ URMIN
Followers: 100K +



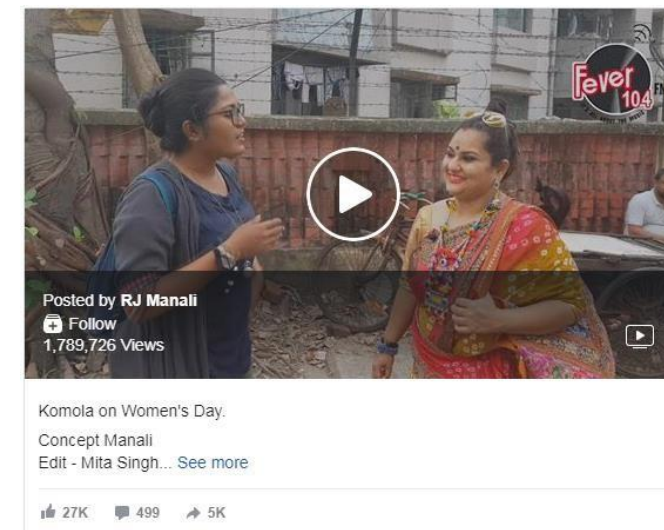
RJ ANURAAG
Followers: 111K +



RJ SRIRAM
Followers: 40K +



RJ JINIA
Followers: 28K +



RJ Manali's Facebook video on Women's Day received more than 1 Million Views

1.5 Mn Followers across Social Media (Facebook, Twitter & Instagram) of 30 RJs

YouTube Channel with more than 168K active subscribers with 7 Mn + Views



Some relationships are toxic, and should be celebrated with a Breakup Party. We did the biggest Breakup Party in Delhi with participation from Shopkeepers, Students, Sanitation Workers and people from different walks of life.

Gautam Gambhir championed the cause and got the crowd to pledge Single-use #PlasticSeBreakUp!

Watch the video now and tune in to Fe

3.5K 18 218



Happy Women's Day to all you ladies out there.

Here

Ladi
choi

1



Funny Interview With Good Newwz Cast Akshay Kumar...

Fever FM
92K views • 2 months ago



Contest Alert



Ice Bath | Daily Fitness With Celebs | Limitless with Vidy...

1.7M views • 6 months ago

a RJs are sharing stories of them exercising cool story and a picture of how you exercise your & Instagram and get a chance to win a

THE POWER OF RADIO

Immediate

Being a live medium helps Radio immediately alter the content to give the latest information.
Ex: Traffic update, weather check, etc.

Interactive

Unlike other traditional media, Radio provides a platform for 2-way conversation with the public.
Ex: Contests, Song requests, etc.

Inclusive

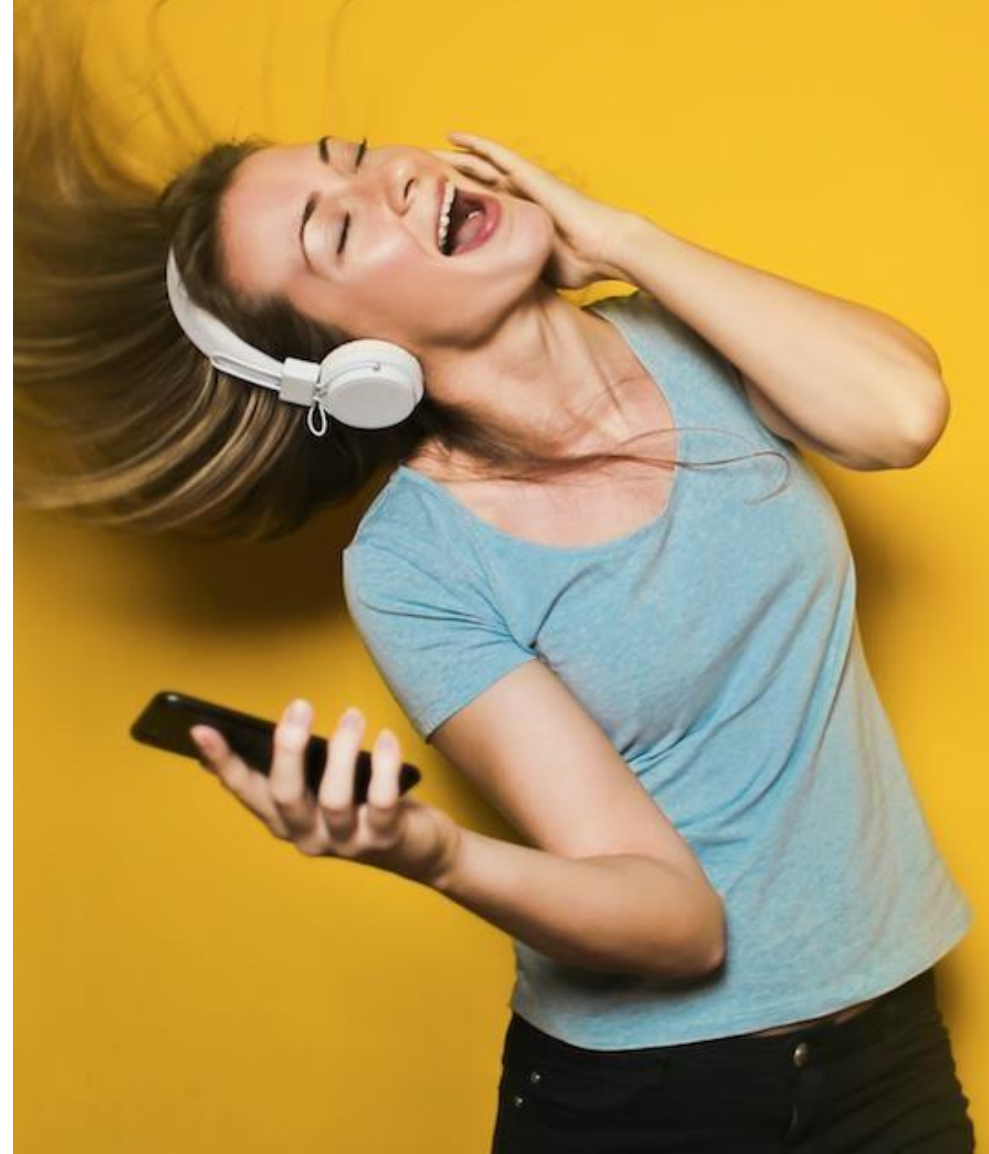
Radio can reach the maximum population, including those who cannot read or write
Ex: Mann ki Baat

Informative

People tune in to Radio to stay updated with news and trending topics.

Influential

RJs act as influencers and celebrities who play a powerful role in listener engagement.

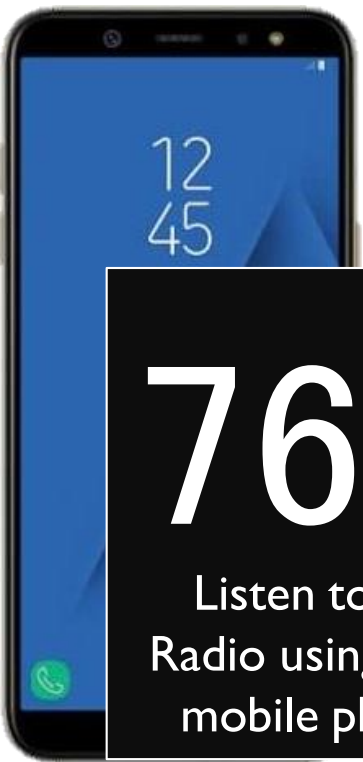


HOW AND WHEN ARE PEOPLE LISTENING TO RADIO?

22.5% of the people listen to radio while driving



Another 36% used the radio at home



76%

Listen to FM
Radio using their
mobile phone

In-built Radio present



28%

SAMSUNG
(non-premium*)

25%



12%



9%



8%

82%

82%

Mobile phones
used in India
have in-built
Radio

In-built Radio absent



SAMSUNG
(premium*)



Others

18%

THE EMERGENCE OF PODCAST

40 mn

*Total podcast listeners in India****

77%

*Indians use mobile devices to listen to podcasts***

60%

*2018 growth in podcast listeners in India****

4.4x

*Podcasts Ads' recall v/s display ads recall**

90%

Unaided recall for brand campaigns

*Nielsen **Audioboom

***bit.ly/2QX6gdt



FEVER FM- THE GEC OF RADIO

MUSIC

52 Movie Tie-ups
107 Exclusive
Songs



BOLLYWOOD

90% share of
Bollywood on
Radio



SPORTS



Powering the Sports
Revolution – India's
Sports Station



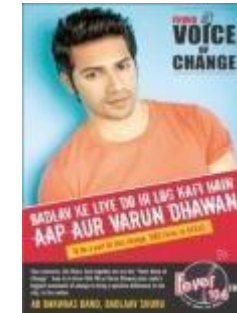
INNOVATION

Driving Thought
Leadership



CSR

FVOC – Radio's
Biggest CSR
Initiative



FEVER FM- THE GEC OF RADIO



RJ ANURAAG PANDEY
Picture Pandey



RJ PRITHVI
Mad Mornings



RJ STUTEE
Dilli Ki Superwomaniya



RJ LUCKIE
Comedy Ki Dukaan



RJ RAHUL MAKIN
Pyar Ka Punchnama



RJ GLEN & RUCHI
Mad Mornings

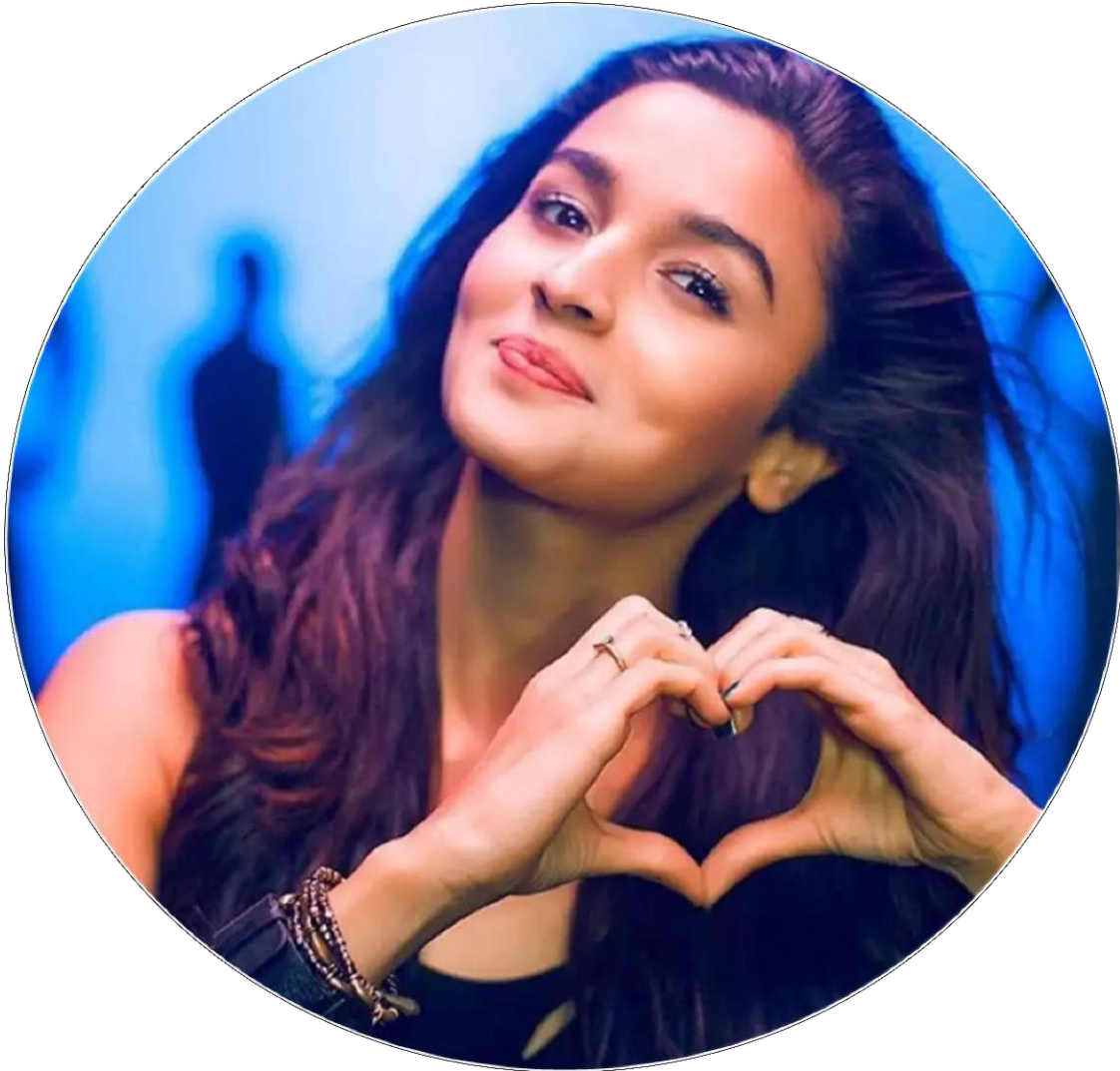


RJ Mercy
Love 919



RJ URMIN
Mumbai Chi Mulgi

FEVER FM – CONSUMER PROFILING



18-40 yrs , Bulls eye – 30yr old, MF, SECAB

For the Young Adults in Transition (YAITs)

Strong connect with Bollywood music & movies
Sports Enthusiast

Young, Vibrant & Intelligent.
Always updated with the latest trends

FEVER FM - THE ONLY RADIO STATION TO BE ACKNOWLEDGED FOR THE CSR INITIATIVES BY THE PMO THRIICE ON TWITTER



Honourable PM Narendra Modi,
congratulates **Fever FM** for its initiative

SINGLE USE PLASTIC **SE BREAK-UP**

Narendra Modi @narendramodi

I congratulate Fever FM for their innovative campaign to ensure reduced usage of single use plastic. I urge shopkeepers to take part in this campaign with vigour. Such efforts will add valuable momentum to the Swachh Bharat Mission!

@FeverFMOOfficial

8:51 am · 12 Sep 19 · Twitter for iPhone

#PlasticSeBreakUp



Dial in at 80529 90648 to pledge against the usage of single use plastic. Share your #PlasticSeBreakUp stories on Fever FM's official social media handles.

   FeverFMOOfficial |  www.fever.fm

HONOURABLE PM NARENDRA MODI lauds Fever Network's #RJCurfew initiative

Narendra Modi @narendramodi · 11h

जनता कर्फ्यू को लेकर @FeverFMOOfficial की ये पहल हर किसी को प्रेरित करने वाली है। कोरोना से लड़ने में #RJCurfew लोगों को एकजुट करेगा। #JanataCurfew

Fever FM @FeverFMOOfficial · Mar 20

Extraordinary circumstances need an extraordinary response. #JantaCurfew is what @pmoindia @narendramodi has called for, #RJCurfew is what @FeverFMOOfficial has adopted. All our RJs to go LIVE from home. #WFH #SocialDistancing in the times of #Corona @RadioNashaIndia @943RadioOne

Our RJs Support #JANTACURFEW

Working from home to fight COVID - 19

513 2.6K 14.6K

Fever Network stands united with the #JanataCurfew resolution to beat COVID - 19 in India by ensuring all RJs work from home and maintain social distancing.



Narendra Modi @narendramodi

We are in this together. India united at #9pm9minute.

Fever FM @FeverFMOOfficial · 20h

After we broadcast Honourable PM @narendramodi's message asking the nation to light Diyas and express resolve to fight #COVID2019, our phelines didnt stop buzzing. Here is a glimpse of the nation's mood #BharatP...

4:45 pm · 05 Apr 20 · Twitter for iPhone

1,665 Retweets 9,784 Likes

STRONG CSR LEGACY: OVER 20 BIG CSR INITIATIVES IN 5 YEARS



**BADLAV KE LIYE
AAP AUR V**

To be a part of

Your concerns. His Voice. And together we
Change". Tune in to Fever 104 FM as Varun
biggest movement of change to bring a po
city, to the nation.

AB BAKWAAS BAND, BAI



FEVER VOICE OF CHANGE and John Abraham are putting an e
harassment of women by launching Mission Jurrat. Join us
women are safe whether at home, work or in public.

**AB IS SHEHER KI HAR LAOKI, NA KHAMOSH RANI
KAREGI TOH SIRF "JURRAT"**



**FEVER 104FM
AAP L
ASLI B**

SMS FEVER space YOUR NAME and AG



This Sunday, be a part of the chan
and watch Satyamev Jayate in Del
contribute to the revolution. Jee h




**BHARAT
POSITIVE SHOW**
Mon - Fri 9 AM onw

**GAU
IS AL
POS**

Tune in to B



@FeverFMofficial



**FEVER 104 FM JOINS HANDS WITH
YUVRAJ SINGH - CAN KIDS
SCHOLARSHIP 2015**

Cancer survivors ki education
aur har qism ki support dene ke
liye, judiye hamare saath ...
Log on to
www.youwecan.com

Brave heart cancer survivors ki zindagi mein badlaav laane
ke liye...Fever 104 FM ke saath, Yuvraj Singh foundation
"YOU WE CAN" aur "CAN KIDS" ne mila liya hai haath ...





TO GIVE YOUR CLIENTS THE ULTIMATE ADVANTAGE,

CUTTING EDGE SOLUTIONS & TO PROVIDE
CLUTTER BREAKING EXPERIENCES

PARTNER WITH **FEVER FM!**