



superhits

**RED**

**FM 93.5**

*Bajaate Raho!*

**BRAND PRESENTATION**





## NATIONAL PRESENCE WITH LOCAL FLAVOR

### 4 BRANDS:

RED FM, SURYAN FM, MAGIC FM AND UDAYA FM

### TOP 10 MARKETS

[MUMBAI, DELHI, KOLKATA, BANGALORE, CHENNAI,  
HYDERABAD, KANPUR, AHMEDABAD, LUCKNOW AND PUNE]

### TOP 10 STATES

[KARNATAKA, KERALA TAMIL NADU, ANDHRA PRADESH, MAHARASHTRA,  
GUJARAT, UTTAR PRADESH, MADHYA PRADESH, UTTARAKHAND, TRIPURA]

70+ STATIONS

ONE VOICE

14 STATE CAPITALS

17 HINDI SPEAKING MARKETS

DOMINATION IN THE SOUTH

PROMINENT FOOTPRINT IN THE EAST





## OUR FREQUENCIES AND STATIONS



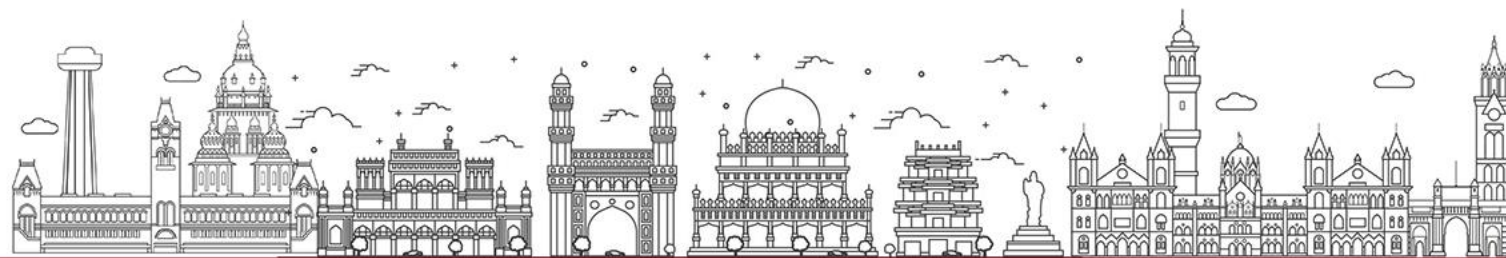
Delhi, Karnataka, Gujarat, Maharashtra, Chandigarh, J&K, Madhya Pradesh, Punjab, Rajasthan, Uttar Pradesh, Assam, Bihar, Jharkhand, Meghalaya, Mizoram, Odisha, Sikkim, West Bengal, Andhra Pradesh, Kerala, Uttarakhand, Tripura



Tamil Nadu



Hyderabad & Mumbai





# BRAND RED FM

WHY IS IT SO POPULAR?





# OUR SECRET OF SUCCESS

“Brand RED FM is a true blue market with an unmatched mass appeal dominating across all age groups, all listenership profiles and all geographical areas”.

## RED FM A CONTEMPORARY HIT RADIO NETWORK!!!

Our **music playlists** reflect the **listeners' choice** in each city :-

Primarily CHR and Hindi music.  
Digitally tested Superhit music.

Regional and retro music used strategically.

Possibly one of the tightest playlists giving listeners more of what they like.





# BRAND VISION

“Our vision is to deliver an audio experience, across traditional & digital platforms, which delights our customers better than any other media brand in India.”



**The functional aspects are levellers – essential for a mass market radio station.**

**But here too Red FM excels.**

Our music is tested. Our associations with Bollywood and cricket are unsurpassed. Our local connect is built on the premise of being socially conscious and purposeful (while being entertaining).

**The emotional connect is nurtured on air by our Bajaan Raho attitude. It is our BIGGEST DIFFERENTIATOR!**





# OUR MUSIC CHR (CONTEMPORARY HIT RADIO)

A 'Station for Expression' with an attitude to match

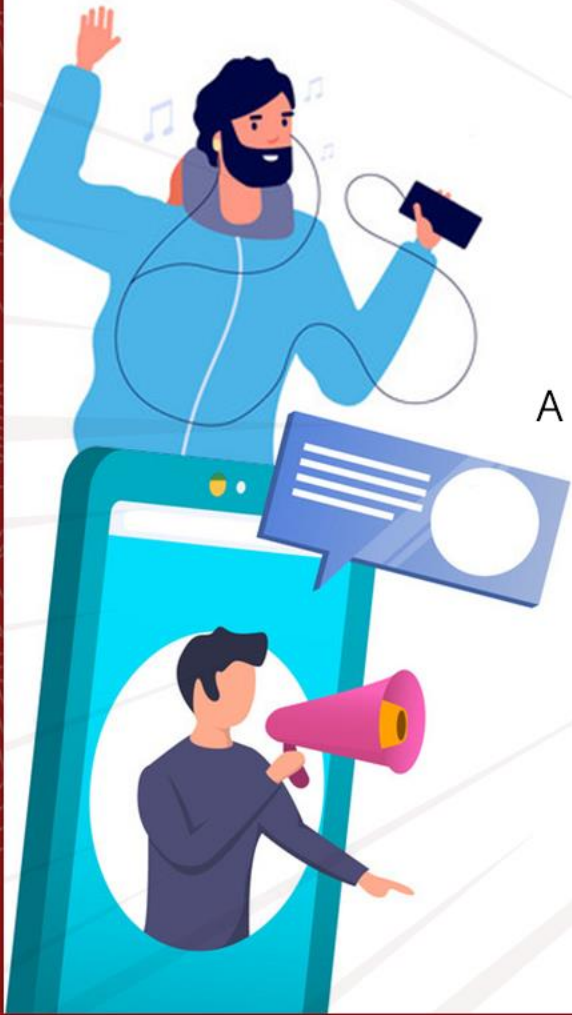
## YOUNG, COOL, TRENDY:

A station of the millennials for the millennials and by the millennials

## GENERATION Y:

Social Media is a lifeline and RED FM integrates social media on air with a CONCEPT –Trending.

Leading in music with '**RED FM PE TRENDING**'.







# WHAT'S IN IT FOR YOU?

OUR STRENGTH IS TO **CREATE**  
**UNIQUE OPPORTUNITIES** FOR OUR CLIENTS.

**-STRONG BRANDS-**  
RED/SURYAN

**-CUSTOMIZED CLIENT SOLUTIONS-**  
INTERACTIVE & EFFECTIVE

**-STAR RJS-**

DISHA, MALISHKA, RAUNAG, DEVAKI, BLADE SHANKAR, PRITAM, PRAVEEN, SANGRAM

**-LOCAL CONTENT NATIONAL PRESENCE-**  
SUPERHITS MUSIC AND NATIONAL/LOCAL MIX

**-ADVERTISING EFFECTIVENESS-**  
HIGH REACH, LOW COST VALUE FOR MONEY INVESTED.





# About the Bangalore Market

- 🚩 Hindi speaking stations are the preferred media of the local advertisers (refer to the next slide).
- 🚩 Research conducted by reputed agencies such as the IRS, IPSOS, etc. have always given numbers favoring our station.
- 🚩 We are the only station in Bangalore to win an International award twice in a row at the NEW YORK Radio Festival Awards. RED FM Bengaluru's strong & entertaining content breaks clutter & stands out amongst other stations.



# RED FM Bangalore ~Market Leader~

RED FM is the **undisputed No.1 FM station** in Bangalore amongst Non Kannada stations.

Radio Listenership Index	RED FM	FEVER FM	RADIO ONE	INDIGO	MIRCHI 95
Ever Listened	<b>2284</b>	2060	2063	1915	2073
Last One Week	<b>1153</b>	934	757	620	721
Rank	<b>1</b>	2	3	5	4



IRS DATA : ALL BANGALORE | COMPARISON - All FM players (all figures are in 000)





# MOST POPULAR SHOWS

## Bangalore

### Morning No. 1

(7am - 11am)



It's a platform for all Bangaloreans to express their concerns about the city.

As a medium, we do what is necessary and in our power to help the citizens of Bangalore. We contact local authorities such as the BBMP Commissioner, the Deputy Commissioner of Police and others on the show to discuss various issues related to the city.

The show promotions are focused on Bangalore and its problems. **RJ Disha Oberoi** wakes the city up to a 100% unadulterated infotainment. A 'Bajaate Raho Breakfast' with tasty tidbits every morning, served fresh!

### KA 935

(5 PM - 9 PM)



The show is packed with Contemporary Superhits and **RJ Tuhin**'s antics with a 'Tadka of Mimicry'. It's entertainment in its purest form. He gives you everything that happens in Bangalore, touching upon national & international happenings. Cricket and Bollywood news are presented with a twist along with humorous insights on social media trends.

### THODA PERSONNAL

(9 PM - 12 AM)



Her husky voice and wordplay tugs at the strings of our hearts. With 15 years of reigning over the air waves of the city, the 'Queen of Radio' continues to amaze and entertain.

The charming **RJ Rubina** helps her listeners balance work and life. If the way to the listener's heart is through their stomach, she's got that covered too. She creates magic in the kitchen, whipping up finger licking delicacies.



# NEW SHOW

## RED ADDA WITH RJ ANGIRA

[2pm - 5pm]

Starting from fitness, health, diets, workouts to pouring some tea [gossip] into your empty cup, RJ Angira shares thought-provoking ideas and incidents that changed her life and makes a difference by adding some magical madness into the lives of her audience.

Interviews of Bollywood celebrities add spice to the content.

### SOME OF THE SHOW ELEMENTS ARE –

- KAUN BOLA
- ROTI, KAPDA AUR MUCH-MUCH
- THE FITNESS CONNECTION
- THE RED GUEST LIST





# RED FM Key IPS Bangalore



Music Concert



**2nd CHANCE  
NAHI MILEGA**  
CSR Event on  
Ganesh Chaturthi



**CHIKKA  
RJ HUNT**  
Children's Day  
Event



**THAPPA**  
Local Festival  
Event





**RED**  
**LIVE**

UNWIND  
*with*  
**LUCKY ALI**

MUSIC CONCERT

With 'Unwind with Lucky Ali,'  
Red FM touched the hearts  
[and ears] of over 5000+ people  
across Bangalore.

The next concert is set to be bigger,  
grander and on a much larger scale  
with another hugely popular artist.







**RED FM**  
\*\*\* KA \*\*\*  
**THAPPA**  
\*\*\*

**THAPPA**  
Local Festival  
Event

A popular 'people's choice' award, a seal of appreciation or 'Thappa' is given to the most voted nomination in each category.







## 2nd CHANCE NAHI MILEGA

### CSR event on Ganesh Chaturthi

With 'Second Chance Nahi Milega' campaign, Red FM created brand recall amongst the population and created awareness about the new Traffic rule where offenders were to be caught and made to do 'baski' as a symbolic act- asking forgiveness to the lord.

Branded Red FM helmets were given to the people riding without helmets. This helped us to spread the message of Road safety.







## CHIKKA RJ HUNT

### Children's Day Event

On Children's Day RED FM goes all out to hunt for Bangalore's most talented children and offer them a chance to be an RJ for the day.

This is a Red FM Bangalore exclusive property which is the most popular promotion for Red FM.





# CSR INITIATIVES

## BANGALORE

### PLASTIC KA PACK-UP

RED FM initiated the “PLASTIC KA PACK-UP” campaign to support the Indian Government & BBMP’s efforts on single-use plastic ban.

RED FM joined hands with Bruhat Bengaluru Mahanagara Palike to encourage Bengalureans to make the city plastic free making residents aware of the hazard caused due to plastic on our planet.

### SAR JHUKA SAKTE NAHI

In this tech age, all of us have surrendered ourselves to over-using our phones and keeping our heads down most of the time, unaware of the happenings around us. REDFM celebrated Independence Day by asking Bangalore citizens to get freedom from their phones.








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*Bajaate Rakho!*



# SABKA FEVER UTAAR DIYA

RED FM has the competition breaking into cold sweat! We are Number One in Bengaluru among all Non Kannada Radio Stations with 29,56,000 listeners.\*

Source: IBS Q1 Ever Listeners, All IN



## SWEEPING THE POLLS IN BANGALURU 27,95,000

RED FM is the No.1 radio station in the city amongst all Non Kannada Radio Stations with nearly 30 Lakh listeners.\*


Thank you Bengalureans for tuning in!

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EVER LISTENERS IN '000'

Station	Ever Listeners (in '000)
RED FM (Non Kannada)	2795
FEVER (Non Kannada)	2560
MIRCHI (Non Kannada)	2530
BIG (Kannada)	3343
MIRCHI 95 (Kannada)	3194
CITY (Kannada)	2873


**B2B  
E-MAILERS**



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# RECORD BREAKING NUMBERS IN BANGALURU\*



29,56L  
26,88L 26,69L



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# UNDERSTANDING OUR AUDIENCE



**18 TO 34 YEARS OLD**

**YOUNG & PASSIONATE**

**MEN 74% WOMEN 26%**





# Red FM Bengaluru Facebook page has the highest engagement

among pages owned by radio brands.

Red FM Facebook page is the

# fastest growing

among pages owned by radio brands.

SM platform



Followers  
/Subscribers

181k

5.7k

3.5k

Engagement  
watch time  
[Monthly]

5.1k

9k

2k

Reach  
/Impressions

19.7k

126

531





**Client  
Message**



**Content  
Creation**

# End Result:

**Viral,  
Contextual content.**



**Increase in brand awareness  
and exposure.**

## SUCCESS STORY

Pre Roll ads on RED FM podcasts series – YARIS, QUICK RIDE.  
The campaign was a massive success on Facebook ,  
with a high conversion rate of many walk-ins for the event.

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Red FM Branded properties on Social media & Website –  
'BOMP' & 'RED EXPLAINS' are properties which have  
high engagement and conversion rate.

Associate with 'Live Digital Concerts' on social platforms and avail of  
expertly produced Social Media video content





# DIGITAL- IP "BENGALURU ON MY PLATE"

One of the best  
digital properties with the  
highest  
engagement &  
conversion rate.



**RED FM Bengaluru**  
Published by Aiyappa Ashish Somaiah [?] · December 6 at 7:46 PM · 🌐

Treat your taste buds with the most authentic Marathi cuisines in this week's episode of Bengaluru On My Plate when Deeraj Pn Rao visited Maratha Darshan in Queens Road, Bengaluru.

Get More Likes, Comments and Shares  
Boost this post for ₹1,430 to reach up to 33,000 people.

[Boost Post](#)

👍❤️👍 184      27 Comments    110 Shares

👍 Like    💬 Comment    ➦ Share    ⋮

### Performance for Your Post

**90,577** People Reached

**23,858** 3-Second Video Views

**729** Reactions, Comments & Shares 🗨️

507	175	332
👍 Like	On Post	On Shares
39	16	23
❤️ Love	On Post	On Shares
7	2	5
😲 Wow	On Post	On Shares
1	0	1
😞 Sad	On Post	On Shares
2	0	2
😡 Angry	On Post	On Shares
63	38	25
Comments	On Post	On Shares
110	110	0
Shares	On Post	On Shares

**6,390** Post Clicks

722	0
Clicks to Play 🎵	Link Clicks 🗨️

**NEGATIVE FEEDBACK**

1	4
Hide Post	Hide All Posts
0	0
Report as Spam	Unlike Page

Reported stats may be delayed from what appears on post.





**[RED FM NETWORK  
is the country's most  
awarded radio station.]**

## **RED FM BENGALURU** AWARDS & RECOGNITION

**[RED FM has won more than 426 + awards including  
the ABBY's, GOLDEN MIKE, EMVIES, WOWs, RAPA,  
PROMAX, ERA, NYF, etc, across various categories  
over the last 10 years. ]**

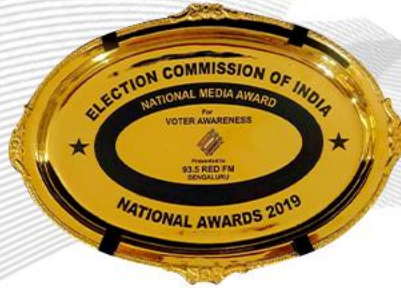




**“BEST ELECTORAL PRACTICES AWARD” 2019 -THE GOVT OF INDIA. -THE BIGGEST MILESTONE IN THE HISTORY OF RED FM INDIA.**

**RED FM BENGALURU AWARDS & RECOGNITION DISHA OBEROI**

Best Electoral Practices Award 2019 from the Govt. of India under the category of ‘Media’, for carrying out the influential and informative campaign - “AB WATAN DABAYEGA BUTTON” on Voter Awareness on the occasion of the Indian General Elections.



Disha Oberoi received the prestigious National Award from President Ram Nath Kovind.





**INDIA'S ONLY  
'NEW YORK RADIO  
FESTIVAL' AWARD.**

**RED FM BENGALURU  
AWARDS &  
RECOGNITION  
DISHA OBEROI**

New York Festivals Radio Awards honours radio content in all lengths and formats and across all platforms from radio stations, networks, and independent producers from around the globe.

In this, Red FM primetime **RJ Disha Oberoi** has been recognized as the "Best Radio Personality: Local Market" in India.





BEAT YOUR COMPETITION

WITH US!

93.5

