

## BIG 92.7 FM, JALANDHAR celebrates its First Anniversary

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The celebrations saw a sizzling performance by singer Master Saleem. Jalandhar's favorite singer Saleem has got huge recognition by his latest hit '*Dil da Mamla*' (Hey Baby). His father Ustad Puran Shah Koti is a big name in Sufiana singing. Saleem performed some of his latest numbers during the celebrations at Lilly Resort. **RJ Mamta, RJ Vikrant, RJ Sugandha and RJ Vikas** also performed to some of their favorite numbers.

Since its launch, the Station has created a new meaning to the word 'entertainment' in the City and has been instrumental in bridging the social gap and creating awareness among the people of the City. The Station has not only provided a whole-some mix of entertainment to the local populace, but also acted as a forum to address various social concerns / issues faced by them. The Station, which lives its brand-line, Suno Sunao, Life Banao in everything that it does has undertaken activities that have really impacted listener lives positively. Hence, whether it was setting up of *Peeaus* (drinking water stalls) for the people of the City, organizing parties for the youth and the women of the city, honoring the disabled, celebrating festivities or the excellent programming mix of the Station, the endeavor has been to offer a wholesome entertainment mix for the people of the City.

As part of its anniversary celebrations, the Station had some great entertainment planned, which ensured great *dhoom* and *masti* across the day, whether on air or on ground: Listeners shared their memorable experiences with BIG 92.7 FM RJs shared some of the most interesting experiences A colorful cake cutting ceremony at Lilly Resort

In its endeavor to strengthen its programming and further its offering, BIG 92.7 FM will be tailor making its programming to ensure it is a true reflection of the 'vibe of the city'. The Station will soon be introducing a talent hunt wherein, students from various local colleges will share interesting updates from college campuses. The Station also plans to launch a special show for the 'youth of the city'. All this and much more action packed programming can be looked forward to, only on BIG 92.7 FM, Jalandhar.

In a press meet hosted by BIG 92.7 FM to mark the 1st Anniversary of Jalandhar Station, **Mr.**

**Siddharth Bhardwaj - Regional Director - North - I, BIG 92.7 FM**, said, 'We have been entertaining the people of Jalandhar for the past year now and are thankful to them for welcoming us with open ears! The response has been phenomenal, which has worked as a great encouragement for Team. Our offerings have always been a cut above the clutter and has ensured a positive influence on the lives of the listeners - whether on air or on ground. The coming year will only see our offerings strengthen. We are a true reflection of the 'vibe of the city' and will continue to play the role of a platform for self expression for the people of Jalandhar. Suno Sunao, Life Banao!'

***'To be the first choice of listeners as we not only entertain but positively impact and transform their lives'***

**- END -**

**BIG 92.7 FM**, India's No. 1 FM Station and the Radio initiative from Adlabs Films Ltd., since the launch of its first Station in September 2006, has expanded at sturdy speed and is poised to create history by successfully completing its goal for a pan India presence, spanning across 45 cities, 1000 towns and 50,000 villages to reach 200 million Indians across the length and breadth of the country. The Company has taken Radio as a medium of entertainment not only to the key metros, but also to virgin markets that have never before experienced this medium of entertainment and has already completed the same in 44 of the 45 targeted cities. In the first phase of its launches, BIG 92.7 FM set up Stations in the metros of Delhi, Hyderabad, Chennai, Kolkata, Bangalore and Mumbai. The second phase of launches has taken BIG 92.7 FM to several tier II towns at the end of which the total count will be taken to 45.

**For more information, Please contact:**

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