

## BIG 92.7 FM appoints Nirupam Sonu as Vice President - Programming

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In a strategic movement by **BIG 92.7 FM**, **Mr. Nirupam Sonu** - National Creative Director, has been elevated to the position of **Vice President - Programming, BIG 92.7 FM** and will be overseeing the entire programming function of the Stations across India. With over 13 years of rich experience in various industry, Nirupam will be spearheading his new role in BIG 92.7 FM based in Mumbai. This decision came into view as **Mr. Manav Dhandu** moved on with a new role at BIG Broadcasting - a Reliance ADA Group Company which will be launching a bouquet of TV channels.

Nirupam Sonu has been with BIG 92.7 FM from April 06, and has played a significant role in shaping the programming content across the station. Under his valuable guidance, BIG FM's stations have shown consistent growth over the last few months. He joined BIG FM as a Head of Stationality followed by National Creative Director and presently being elevated to the position of **Vice President - Programming**. As VP Programming, BIG 92.7 FM, Nirupam will oversee the programming strategies of all the BIG FM Stations across India. In his new role, Nirupam will be reporting to **Tarun Katial - COO, BIG 92.7 FM**.

Nirupam Sonu, who has been contributing effortlessly in taking BIG FM to a No.1 position, has handled various functions in TV media also prior to joining BIG FM. He has a rich and varied experience in production and directing domains of TV medium. Nirupam began his glorious professional journey as a Freelancer where he was instrumental in producing and directing shows for TV. Going great guns he later joined Star India, as an Executive Producer On - Air Promotions for Star Plus. At BIG FM, Nirupam played a vital role in strengthening the programming offerings and ensured a creative and relevant model of wholesome entertainment to listeners.

Commenting on Nirupam's appointment, **Mr. Tarun Katial, COO - BIG 92.7 FM said**, 'Nirupam is part of the BIG 92.7 FM family since its inception and has made a mammoth contribution in the areas of content planning and programming. As Manav moves on to a new role at BIG Broadcasting, Nirupam will take over the position of VP - Programming. I am delighted to have someone with Nirupam's caliber and accomplishments take-on this responsibility. Nirupam is a core strategist as well a champion of innovations. He is one of those very few people in the industry exposed to all facets of content - planning, packaging, creative and programming. Nirupam's sharp aptitude backed with extensive experience will definitely help the radio category & BIG FM grow more swiftly. I am fully confident that Nirupam's effort in working towards differentiated programming will scale new heights taking BIG FM's programming to the next level'.

Commenting on his appointment as **Vice President - Programming, Mr. Nirupam Sonu** said, 'It gives me immense pleasure to take up this new role and I look forward to the journey ahead and working with the team. As a first step towards my new role I'll be focusing on the consolidate growth of all the Stations. Radio's Programming strategy has always been a challenging job but we have to continuously strive towards building new talent and search for innovative content. I look forward to entertaining our listeners with some great on-air content.'

- END -About BIG FM

**BIG 92.7 FM** is part of Adlabs Films. Ltd. **The Station** is poised to create history with its 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 plans to take FM 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. The Station promises not only to entertain but to inform and empower the listener with utilities that one may take for granted. In addition to the utilities, the Station has a stunning array of RJ's who will be the voice and personality of the channel. The RJ's have been selected after a careful and selective nationwide hunt. With an investment of Rs. 400 crore dedicated to Transmission Equipment, Infrastructure and licensing, the proposed network will be the largest ever. BIG 92.7 FM will bring to you 24x7 unique entertainment from a highly advanced and state-of-the-art radio broadcast technology via transmitters with web based remote management capability, hot swappable power supply and power amplifier with controller card redundancy. BIG 92.7 FM is the next BIG thing on Radio. Big is beautiful! BIG is better! And now its here!! BIG 92.7 FM. Suno. Sunao. Life Banao. For further information, log onto [www.big927fm.com](http://www.big927fm.com) or sms to 5454

**For more information, Please contact:**

**Nitin Tanksale**

Assistant Manager - Reliance- Adlabs Films

040-39189306

040-39888927

You can also visit [www.big927fm.com](http://www.big927fm.com) for more information.