

13 FM stations, 1 Record BIG 92.7 FM does it again

BIG RJs of Jammu, Jamshedpur, Patiala, Amritsar, Kanpur, Goa, Trivandrum, Bareilly, Aligarh, Agra, Udaipur, Gwalior and Surat complete 105 hours to make new LIMCA RECORD; RJ Dheena to attempt guiness on 21 August, 08

Hyderabad, Andhra Pradesh, IND, 2008-08-14 15:07:41 (IndiaPRwire.com)

BIG FM's RJs across 13 Stations have made a new Group LIMCA Record of successfully completing 105 hours of Rjing. BIG 92.7 FM Stations including - Jammu, Jamshedpur, Patiala, Amritsar, Kanpur, Goa, Trivandrum, Bareilly, Aligarh, Agra, Udaipur, Gwalior and Surat had kicked-off the RJ Marathon on 8 August at 7.00 am and culminated the same with loads of fanfare and other activities on 12 August at 4.00 pm…this marked the entry of BIG FM's new group record on Rjing in the LIMCA Books.

After the successful completion of the marathon all the RJs echoed the same feeling by saying that it was a truly a lifetime experience, something which they will always remember. All the cities responded to the RJ Marathon in a wonderful way and have received a Record number of sms and phone calls during days and nights. Listeners and fans were seen pouring into BIG FM studios to support the RJs. Families and friends of the RJs performed *havans and puja* for the success of this activity and kept on visiting the BIG studios. Other than this, loads of local celebrities in each of the stations visited the studio to cheer-up the jocks.

RJ stayed in the studios for days and nights with having food in the studios itself. With the culmination of the RJ Marathon, the 'Radio Olympiad' comes to an end with the promise of offering new activities in the near future for its listeners.

This unusual record required the Radio Jockey to have **immense passion for Radio**, given that it is a true endurance test. Such a marathon makes for a rare attempt and hence there are no learning's for the RJ's. All the RJ's had gone through several preparations for the marathon both physically and mentally and undertook fitness, yoga and meditation classes to ensure the highest levels of **patience, commitment and focus**. These preparations along with prayers & blessings from his near and dear ones!

Commenting on this achievement, **Mr. Nirupam Sonu, Vice President- Programming said,** ' We have always believed in creating exciting formats to entertain our listeners. With the successful completion of Radio Olympiad, we have not only created a LIMCA record, but also left a mark in the history of Indian Radio industry. All our RJs have portrayed passion, dedication and love for their listeners by undertaking this challenging campaign. We are extremely grateful to our listeners and fans without whose support this activity would not be a success.'

BIG 92.7 FM has ensured all arrangements required like medical assistance, food, energy drinks, string of well wishers to ensure the RJ's are in their high spirits and also a well chalked out programming plan to ensure the successful completion of the marathon.

To know more about the Radio Olympiad, log on to www.big927fm.com or tune in to BIG 92.7 FM…

- 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 or sms to 5454

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You can also visit www.big927fm.com for more information.