

## *Press Clipping*

Publication : Business Standard  
Date : 17.09.2009  
Edition : Mumbai  
Page No. : 04

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### **BIG FM gets new brand ambassador, all new music**

**A**fter the successful completion of three years of operations, Big FM 92.7 FM is all set to reposition itself with a new brand ambassador — Sonu Nigam — and with a new music positioning called Chillax Hits. This launch of new music positioning will first take place in Mumbai and in Delhi, with an investment of over Rs 1 crore. The reason for the change, according to Chief Operating Officer Tarun Katial, “...is to strengthen our position among the private FM players.”

On association with Sonu Nigam, Katial said: “Our association with Sonu Nigam goes back a long way, right since the inception of BIG 92.7 FM.”

*BS REPORTER*