

**ONE NATION / MANY
FESTIVALS** ONE VOICE

BIG FESTIVERSE

India's first festive storytelling universe that transforms festivals into immersive audio, digital and cultural experiences.

20TH AUGUST – 8TH NOVEMBER

CELEBRATIONS HAVE EVOLVED OVER TIME

- Celebrations start weeks in advance, driven by
- Stories, podcasts & devotional music
- Social media and mythology content fuel conversations
- Community experiences bringing people together

**"THE OPPORTUNITY FOR BRANDS IS NO LONGER ADVERTISING DURING
FESTIVALS. IT'S BECOMING PART OF THE CELEBRATION."**

THE CULTURAL SHIFT

Today's audiences crave more than entertainment; they seek meaning.

- Emotional connection
- Cultural pride
- Family viewing & listening
- Positive storytelling
- Shared experiences
- Spiritual relevance

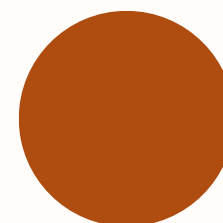
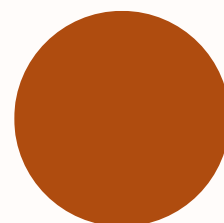
"CULTURE IS THE NEW CONTENT CATEGORY."

GROUP STRENGTH OVERVIEW

ONE PARTNER. MULTIPLE MEDIA PLATFORMS. UNIFIED IMPACT.

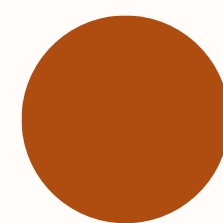
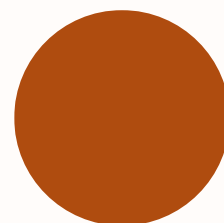
OUR INTEGRATED FOOTPRINT SPANS POWERFUL MEDIA VERTICALS. EACH A LEADER IN ITS DOMAIN, AND COLLECTIVELY AN UNMATCHED FORCE FOR ADVERTISERS.

BIG FM
67 stations · 24 states · 34 Cr reach

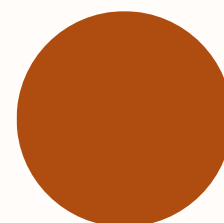


BIG DOOH
5000+ screens · 75+ railway stations

India Daily 24x7
National Hindi news



ON GROUND Activations
Have a strong foothold in the regional markets



BIG LIVE
100M+ lifetime users · Mobile-first

INTRODUCING BIG FESTIVERSE

One
Platform



Continuous
Cultural Conversation



Multiple
Festivals



Infinite
Brand Opportunities



THE 360° exeCUTION ECOSYSTEM



MULTI-CHANNEL CONTENT ECOSYSTEM DELIVERING FESTIVE ENGAGEMENT ACROSS EVERY TOUCHPOINT



ON AIR

46 Audio Stories
Festival Countdowns
Trivia
RJ Amplification
Brand Integrations
+ much more



DIGITAL

AI Reels
Podcast Episodes
LIVE Darshan
Festival Explainers
Interactive Community Content
+ much more



ON GROUND*

500 Temple Activations
Free product sampling
• Leaflet distribution
• Gift voucher distribution
+ much more



TV/DOOH

Promos
Aston Bands
Railway AV LED Screens
Scroll
+ much more

*Tentative & subject to sales requirement | At additional cost

THE FESTIVERSE JOURNEY

A single festive universe spanning over months | 28th August – 8th November



AUGUST

Janmashtami



SEPTEMBER

Ganesh Chaturthi



SEPT-OCT

Navratri



OCTOBER

Dussehra



OCT-NOV

Diwali

BEGINNING OF THE FESTIVERSE



SETTING THE STAGE FOR INDIA'S BIGGEST CELEBRATION OF STORIES

Before the festivities begin, BIG FM sparks curiosity and excitement by introducing BIG Festiverse, a first-of-its-kind cultural storytelling universe that celebrates India's festivals like never before.

Through a high-impact teaser campaign across Radio, Digital, Social Media and Podcasts, audiences are invited into a season where every festival unfolds through immersive stories, mythology, traditions and emotions.

THE CAMPAIGN ESTABLISHES BIG FESTIVERSE AS THE DESTINATION FOR FESTIVE STORYTELLING, CREATING ANTICIPATION FOR THE CELEBRATIONS AHEAD AND ENSURING AUDIENCES STAY ENGAGED THROUGHOUT THE ENTIRE FESTIVE SEASON.

20TH AUGUST – 27TH AUGUST

THE VOICE BEHIND FESTIVERSE

TRUSTED VOICE OF INDIAN MYTHOLOGY AND STORYTELLING

Mahadev fame actor **Mohit Raina**, brings every festival alive through :

- ◆ Hosts the Exclusive BIG Festiverse Podcast
- ◆ 46 Premium Audio Stories
- ◆ Leads Festival Promos, Social Reels & Radio Identifiers

"CREATING ONE SEAMLESS
FESTIVE EXPERIENCE ACROSS
EVERY TOUCHPOINT."



CHAPTER 1: GOVINDA AALA RE

**Campaign Theme: The Story of Hope,
Leadership & Dharma.**

- **5 immersive episodes** tracing Krishna's journey from birth to the triumph of righteousness
- Festival Day Highlight
- Krishna Story Marathon across BIG FM



GOVINDA AALA RE

Phase 1: Campaign on Air

28th August – 31st August

Objective

Build intrigue and establish BIG Festiverse as India's destination for festive storytelling.

On-Air

- Promos, Sweep, Bumper, Jingle
- Mohit Raina introduces BIG Festiverse

Digital

- Launch Reel
- RJ Advocacy
- Festival Quiz

Phase 2: Storytelling Week

1st September – 5th September

Objective

Deliver Krishna's journey through cinematic audio storytelling.

On-Air

- 5 Cinematic audio episodes
- Krishna's journey from birth to triumph
- Festival Day story marathon

Digital

- AI Story Series
- Character Cards
- Vox Pop
- Festival Wishes



AUDIO STORY SERIES



5 CINEMATIC CAPSULES TRACING KRISHNA'S JOURNEY FROM BIRTH TO TRIUMPH

CAPSULE 01

Birth – Hope in Chaos

The miraculous birth of Krishna and the beginning of hope during tyranny.

Theme: Faith always finds a way.

CAPSULE 02

Makhan Chor – Innocence & Curiosity

The playful childhood of Krishna and the lessons hidden behind his mischief.

Theme: Joy, innocence and human connection.

CAPSULE 03

Kaliya Mardan – Courage Over Fear

The story of defeating fear and protecting others.

Theme: Courage is choosing to act despite fear.

CAPSULE 04

Govardhan – Leadership & Conviction

Krishna questions blind rituals and inspires a community to believe differently.

Theme: Great leaders challenge convention for the greater good.

CAPSULE 05

Kans Vadh – Dharma & Difficult Choices

The culmination of Krishna's purpose and the triumph of righteousness.

Theme: Dharma often demands difficult decisions.

CHAPTER 2: BIG GANESH GATHA



“Celebrating the wisdom of Lord Ganesha”

11 storytelling capsules exploring:

- Lord Ganesha's mythology
- Indian traditions



BIG GANESH GATHA



PHASE 1

Teaser Campaign

10 September – 13 September

Objective: Build excitement for the arrival of Lord Ganesha & share his birth story

On-Air

- Mohit Raina teaser promos
- Promos for the daily story series

Digital

- Ganpati Teaser
- RJ Advocacy
- Ganesh Trivia

PHASE 2

Storytelling Journey

14 September – 24 September

Objective: Celebrate Lord Ganesha through mythology while inspiring mindful celebrations.

On-Air

- Daily storytelling capsules (11 episodes)
- RJ-led conversations on prominence of Ganpati

Digital

- AI Story Series
- Vox Pop
- Pandal Diaries
- Visarjan Highlights

AUDIO STORY SERIES



Day 1 Why Does Ganpati Come for Only 10 Days?

Theme: Every goodbye is a promise to return.

Day 3 The Elephant Head

Theme: Transformation creates purpose.

Day 5 The Broken Tusk

Theme: Sacrifice in pursuit of knowledge.

Day 7 The Symbols of Ganesha

Theme: Every symbol carries a lesson.

Day 9 Ganpati Across India

Theme: Unity in diversity.

Day 2 The Birth of Lord Ganesha

Theme: Every new beginning deserves faith.

Day 4 Why Ganesha is Worshipped First

Theme: Wisdom before every beginning.

Day 6 The Race Around the World

Theme: Intelligence is greater than speed.

Day 8 Ganesh Utsav: A Festival for the People

Theme: Festivals unite communities (Bal Gangadhar Tilak)

Day 10 Green Ganesha

Theme: Protecting nature is the greatest offering.

Day 11 Visarjan: Letting Go with Gratitude

Theme: Celebrate today. Preserve tomorrow.

CHAPTER 3: NAVDURGA

“Nine Nights. Nine Stories”

Nine immersive episodes celebrating each form of Maa Durga. Each story ends with a life lesson connecting mythology with today's world.

A celebration of:

- Courage
- Compassion
- Wisdom
- Strength
- Hope



NAVDURGA



PHASE 1

Launch Teaser Promos

8 - 10th October

Objective

Build intrigue and anticipation for the Nine Nights of Shakti and establish BIG Festiverse as India's destination for festive storytelling.

On-Air

- Launch teaser promos featuring Mohit Raina
- Promos introducing the daily Navdurga storytelling series

Digital

- Navdurga Launch
- RJ Advocacy
- Navratri Fashion

PHASE 2

Nine Nights of Storytelling

11- 19th October

Objective

Deliver one immersive audio story each day, bringing alive the legend, symbolism and values of each form of Goddess Durga.

On-Air

- Daily Navdurga episode (one form per day)
- Mohit Raina narrated storytelling capsules
- Life lesson wrap-up connecting mythology to today

Digital

- AI Story Series
- Devi of the Day
- Mythology Explained
- Vox Pop

AUDIO STORY SERIES



1 11th Oct

Maa Shailputri
New Beginnings & Inner Strength

2 12th Oct

Maa Brahmacharini
Determination & Perseverance

3 13th Oct

Maa Chandraghanta
Courage Over Fear

4 14th Oct

Maa Kushmanda
Creation & Positive Energy

5 15th Oct

Maa Skandamata
Nurturing & Protection

6 16th Oct

Maa Katyayani
Justice & Fearlessness

7 17th Oct

Maa Kalaratri
Conquering Darkness

8 18th Oct

Maa Mahagauri
Renewal & Hope

9 19th Oct

Maa Siddhidatri
Wisdom & Fulfilment

Each story connects the Goddess's virtues to everyday life, making narratives relatable for modern audiences.

© 2005 Blackwell Publishing Ltd *Journal of Internal Medicine* 258: 103–110

21 cinematic storytelling capsules chronicling Shri Ram's defining journey from exile to Ayodhya, elevating the storytelling experience.



BIG RAMAYAN



PHASE 1

Campaign Launch
17 - 19th October

Objective

Launch the final chapter of BIG Festiverse and reconnect audiences with the timeless values of the Ramayana.

On-Air

- Mohit Raina launch promos
- BIG Ramayan returns
- Dussehra special programming
- Promos

Digital

- Ramayan Launch
- Character Series
- Myth vs Fact
- Ramayan Quiz

PHASE 2

21 Episodic Storytelling Capsules
20 October – 9 November

Objective

Celebrate the journey of Shri Ram through powerful moments that continue to inspire generations.

On-Air

- 21 episodes of BIG Ramayan everyday

Digital

- AI Visual Story Series
- RJ Advocacy
- Vox Pop
- Life Lessons
- Festival Wishes

AUDIO STORY SERIES

20 October – 9 November | ~2-3 min
each | Defining chapters from the epic



01

Ram's Exile

02

Sita's Strength

03

Hanuman's Devotion

04

Lakshman's Loyalty

05

The Golden Deer

06

Lanka Dahan

07

Shabari's Faith

08

Jatayu's Sacrifice

09

The Bridge to Lanka

10

Vibhishan's Truth

11

Kumbhakaran
Awakens

12

Meghnad's Power

13

Ram vs Ravan

14

Sita's Agni Pariksha

15

Return to Ayodhya

16

Ram Rajya

17

Bharat's Wait

18

Urmila's Silence

19

Ahilya's Liberation

20

Kevat's Love

21

The Coronation

CAMPAIGN ELEMENTS



RADIO



DIGITAL



OOH & TV



ON GROUND*

RADIO DELIVERABLES - ENTIRE CAMPAIGN

[CLICK HERE TO VIEW THE DELIVERABLES](#)

ELEMENTS (TOP 10 MARKETS)	Title / Presenting (5 secs.)	Powered By (5 secs.)	Co Powered By (5 secs.)	Associate (5 secs.)
Total Rotates	2455	2455	2455	2235
Total secondages	24550	17185	17185	11175

ELEMENTS (REST OF THE MKTS)	Title / Presenting (5 secs.)	Powered By (5 secs.)	Co Powered By (5 secs.)	Associate (5 secs.)
Total Rotates	4232	4232	4232	2235
Total secondages	42320	29624	29624	19580

RADIO DELIVERABLES - TOP 10 MARKETS

[CLICK HERE TO VIEW THE DELIVERABLES](#)



ELEMENTS (GOVINDA)	Title / Presenting (5 secs.)	Powered By (5 secs.)	Co Powered By (5 secs.)	Associate (5 secs.)
Total Rotates	353	353	353	321
Total secondages	3530	2471	2471	1605

ELEMENTS (GANPATI)	Title / Presenting (5 secs.)	Powered By (5 secs.)	Co Powered By (5 secs.)	Associate (5 secs.)
Total Rotates	634	634	634	578
Total secondages	6340	4438	4438	2890

ELEMENTS (NAVDURGA)	Title / Presenting (5 secs.)	Powered By (5 secs.)	Co Powered By (5 secs.)	Associate (5 secs.)
Total Rotates	486	486	486	450
Total secondages	4860	3402	3402	2250

ELEMENTS (BIG RAMAYAN)	Title / Presenting (5 secs.)	Powered By (5 secs.)	Co Powered By (5 secs.)	Associate (5 secs.)
Total Rotates	874	874	874	806
Total secondages	8740	6118	6118	4030

RADIO DELIVERABLES - REMANING MARKETS

[CLICK HERE TO VIEW THE DELIVERABLES](#)

ELEMENTS (GOVINDA)	Title / Presenting (5 secs.)	Powered By (5 secs.)	Co Powered By (5 secs.)	Associate (5 secs.)
Total Rotates	610	610	610	562
Total secondages	6100	4270	4270	2810

ELEMENTS (GANPATI)	Title / Presenting (5 secs.)	Powered By (5 secs.)	Co Powered By (5 secs.)	Associate (5 secs.)
Total Rotates	1090	1090	1090	1006
Total secondages	10900	7630	7630	5030

ELEMENTS (NAVDURGA)	Title / Presenting (5 secs.)	Powered By (5 secs.)	Co Powered By (5 secs.)	Associate (5 secs.)
Total Rotates	832	832	832	778
Total secondages	8320	5824	5824	3890

ELEMENTS (BIG RAMAYAN)	Title / Presenting (5 secs.)	Powered By (5 secs.)	Co Powered By (5 secs.)	Associate (5 secs.)
Total Rotates	1492	1492	1492	1390
Total secondages	14920	10444	10444	6950

DIGITAL DELIVERABLES - BIG FESTIVERSE

Element	Description	Format	Platform	Count	Total Count	Presenting	Powered By	Co-Powered By	Associate
Festiverse Teaser	Abstract festive visuals teasing a new festive universe	Reel	IG, FB, YT	1	3	Y	Y	Y	Y
Festiverse Reveal	Introduction to BIG Festiverse and campaign concept	Reel	IG, FB, YT	1	3	Y	Y	Y	Y
RJ Advocacy	RJs teasing "Something festive is coming"	Reel	IG, FB, YT	6	18	Y	Y	Y	Y
Countdown Series	Daily countdown towards Festiverse launch	Stories	IG, FB	5	10	Y	Y	Y	N
Mythology Quiz	Interactive quizzes around Indian festivals	Static	IG, FB	3	6	Y	N	N	N
Vox Pop	"What makes festivals special for you?"	Reel	IG, FB, YT	4	12	Y	Y	Y	N
					52				

DIGITAL DELIVERABLES - GOVINDA

Element	Description	Format	Platform	Count	Total Count	Presenting	Powered By	Co-Powered By	Associate
Launch Reel	Launch of Govinda Aala Re chapter	Reel	IG, FB, YT	2	6	Y	Y	Y	Y
AI Story Series	Every Krishna audio episode transformed into cinematic AI visual storytelling.	Reel	IG, FB, YT	5	15	Y	Y	Y	N
RJ Advocacy	RJs narrate Krishna learnings & promote episodes	Reel	IG, FB, YT	10	30	Y	Y	Y	Y
Vox Pop	"What does Krishna teach us today?"	Reel	IG, FB, YT	4	12	Y	Y	Y	N
Character Cards	Krishna characters and their significance	Carousel	IG, FB	1	2	Y	Y	Y	Y
Festival Quiz	Krishna trivia & interactive polls	Static	IG, FB	3	6	Y	N	N	N
Festival Wishes	Janmashtami greetings	Static	IG, FB, LinkedIn	1	3	Y	N	N	N
					74				

DIGITAL DELIVERABLES - GANESHA

Element	Description	Format	Platform	Count	Total Count	Presenting	Powered By	Co-Powered By	Associate
Ganpati Teaser	Build excitement before arrival	Reel	IG, FB, YT	1	3	Y	Y	Y	Y
AI Story Series	Every Ganesh Gatha episode recreated as an AI-powered cinematic visual story.	Reel	IG, FB, YT	11	33	Y	Y	Y	N
RJ Advocacy	RJs visit pandals, narrate stories & festive rituals	Reel	IG, FB, YT	6	18	Y	Y	Y	Y
Vox Pop	Favourite Ganpati traditions & memories	Reel	IG, FB, YT	4	12	Y	Y	Y	N
Pandal Diaries	Best pandals across cities	Reel/Static	IG, FB, YT	1	3	Y	Y	Y	Y
Ganesh Trivia	Mythology quizzes	Static	IG, FB	3	6	Y	N	N	N
Visarjan Highlights	Emotional farewell coverage	Reel	IG, FB, YT	2	6	Y	N	N	N
					81				

DIGITAL DELIVERABLES - NAVDURGA

Element	Description	Format	Platform	Count	Total Count	Presenting	Powered By	Co-Powered By	Associate
Navdurga Launch	Campaign launch reel	Reel	IG, FB, YT	1	3	Y	Y	Y	Y
AI Story Series	Each Navdurga audio episode brought alive through AI-generated cinematic visuals.	Reel	IG, FB, YT	9	27	Y	Y	Y	N
RJ Advocacy	RJs explain each Devi's significance	Reel	IG, FB, YT	9	27	Y	Y	Y	Y
Vox Pop	Favourite Navratri traditions & Garba culture	Reel	IG, FB, YT	4	12	Y	Y	Y	N
Devi of the Day	Daily Goddess carousel	Carousel	IG, FB	9	18	Y	Y	Y	Y
Mythology Explained	Stories behind Navdurga	Reel	IG, FB	4	8	Y	N	N	N
Navratri Fashion	Traditional looks & styling inspiration	Carousel	IG, FB	1	2	Y	N	N	N
					97				

DIGITAL DELIVERABLES - BIG RAMAYAN

Element	Description	Format	Platform	Count	Total Count	Presenting	Powered By	Co-Powered By	Associate
Ramayan Launch	Launch of the final chapter	Reel	IG, FB, YT	1	3	Y	Y	Y	Y
AI Visual Story Series	AI-generated adaptation of all Ramayan episodes	AI Reel	IG, FB, YT	21	63	Y	Y	Y	N
RJ Advocacy	RJs narrate timeless Ramayan lessons	Reel	IG, FB, YT	8	24	Y	Y	Y	Y
Vox Pop	Favourite Ramayan character & life lesson	Reel	IG, FB, YT	2	6	Y	Y	Y	N
Character Series	Ram, Sita, Hanuman, Lakshman, etc. An informative series exploring the role, virtues, symbolism, and life lessons of key Ramayana characters.	Carousel	IG, FB	7	14	Y	Y	Y	Y
Myth vs Fact	Lesser-known Ramayan facts	Static	IG, FB	5	10	Y	N	N	N
Ramayan Quiz	Interactive mythology quizzes	Static	IG, FB	6	12	Y	N	N	N
Life Lessons	Applying Ramayan values to today's world	Reel	IG, FB	2	4	Y	N	N	N
Festival Wishes	Dussehra & Diwali greetings	Static	IG, FB, LinkedIn	1	3	Y	Y	Y	Y
					139				

DOOH DELIVERABLES



Format Category	Tab	No. of Stations / Locations	Total Screens	Spots / Day
Railway AV LED Screens	Railway_AV	13	1,167	150
Railway Video Walls	Railway_VW	14	18	150
Metro Video Walls	Metro_VW	5	5	150

TV DELIVERABLES



ASTON				
Channel	Days	Time Band	Duration	Rotations
India Daily 24x7	Mon-Sun	06:00–12:00	5 Sec	40
India Daily 24x7	Mon-Sun	12:00–17:00	5 Sec	35
India Daily 24x7	Mon-Sun	18:00–21:00	5 Sec	40

SCROLL				
Channel	Days	Time Band	Duration	Rotations
India Daily 24x7	Mon-Sun	06:00–12:00	5 Sec	30
India Daily 24x7	Mon-Sun	12:00–17:00	5 Sec	25
India Daily 24x7	Mon-Sun	18:00–21:00	5 Sec	30

PROMO				
Channel	Days	Time Band	Duration	Rotations
India Daily 24x7	Mon-Sun	06:00–12:00	30 Sec	20
India Daily 24x7	Mon-Sun	12:00–17:00	30 Sec	15
India Daily 24x7	Mon-Sun	18:00–21:00	30 Sec	20

TV DELIVERABLES



L BAND				
Channel	Days	Time Band	Duration	Rotations
India Daily 24x7	Mon-Sun	06:00–12:00	10 Sec	45
India Daily 24x7	Mon-Sun	12:00–17:00	10 Sec	35
India Daily 24x7	Mon-Sun	18:00–21:00	10 Sec	45

LOGO BUG				
Channel	Days	Time Band	Duration	Rotations
India Daily 24x7	Mon-Sun	06:00–12:00	5 Sec	30
India Daily 24x7	Mon-Sun	12:00–17:00	5 Sec	25
India Daily 24x7	Mon-Sun	18:00–21:00	5 Sec	30

ON GROUND DELIVERABLES

500+

Temple Activations

Activity Details

- RJ identifies 10 temples per city
- Standee, table & promoter provided
- On Ground team sets up at each mandir
- Direct interaction with devotees

Client Integration

- Free product sampling
- Leaflet distribution
- Gift voucher distribution
- Brand visibility at high-footfall locations

On Actuals

- Product display setups
- Stall fabrication & branding
- Costs confirmed with On Ground team before client commitment

ON GROUND DELIVERABLES

Rest Market			
Elements	Category	Qty	Days
Roll Standee	Fixed	2	1
Promoter	Variable	1	5
Table	Fixed	1	1
Logistic / Travel	Variable	1	5
Mandir Donation	Variable	1	10

Top 10 Market			
Elements	Category	Qty	Days
Roll Standee	Fixed	2	1
Promoter	Variable	2	5
Table	Fixed	1	1
Logistic / Travel	Variable	1	5
Mandir Donation	Variable	1	10

BRAND INTEGRATION OPPORTUNITIES



Story Presenting
Partner

Podcast
Integration

RJ
Conversations

Festival
Specials

Social
Campaigns

AI
Content

Consumer
Contests

Retail
Activations

On-ground
Experiences

Regional
Customisation

“INTEGRATION, NOT INTERRUPTION”

WHY SHOULD BRANDS PARTNER WITH BIG FESTIVERSE?

BECAUSE FESTIVALS ARE WHERE EMOTIONS AND BRANDS CONNECT MOST DEEPLY.

70+ Days of Festive
Engagement



Celebrity-led Premium
Storytelling



Presence across Radio,
Digital, Podcast & Social



National Reach with
Regional Relevance



High-impact Cultural
Associations



Integrated Branded Content
Not Conventional Ads



Authentic Participation in
India's Biggest Celebrations

"WHEN CULTURE DRIVES CONVERSATION, BRANDS BECOME UNFORGETTABLE."

LET'S DISCUSS

Celebrating India's Stories. Faith. Culture. Emotions.

