



GUJARAT – SURAT | BARODA | RAJKOT

INSIGHT

Navratri is Gujarat's biggest and most celebrated festival, bringing together thousands of people for nine nights of vibrant Garba celebrations while also honoring the devotion to Maa Amba.

Every year, 92.7 BIG FM presents "Navla Norta" (Let's Celebrate Navratri Again), one of the largest On-Air, On-Ground, and Digital Navratri properties, celebrating the festive spirit through music, culture, and community.

The campaign features exclusive Garba mixes, festive content around food, fashion, and traditions, artist interactions, music innovations, trivia, and devotional segments, offering audiences a complete Navratri experience.



CAMPAIGN STRUCTURE

ON-AIR



Pre-Navratri – 10 days
(1st Oct – 10th Oct)

During Navratri – 10 days
(11th Oct – 20th Oct)

Post Navratri – 1 Day
(21st Oct)

DIGITAL



Videos – 15
Static Posts – 5
Navratri Stories and RWA – 20

Contests and Performance Videos



RJ and Brand's Insta & FB pages
Brand YouTube page and

ON-GROUND



BIG FM Society Activation –
45 RWA
(15 each city)

BIG FM Na Garba – 3 Cities

Revenue sharing on ground
Branding
(10 Key Partnerships) – BSR+
Mumbai

PRE-NAVRATRI

1st Oct – 10th Oct, 2026



• **Biggest Navratri – Coming Soon:** Building excitement for Gujarat's longest and biggest Navratri celebration on radio, showcasing BIG FM's creativity and commitment to delivering an unmatched festive experience.

• **#CheckCheckGarbaCheck:** A high-energy on-air and digital engagement campaign featuring fun contests like **"Guess the Song & Artist"**, along with exclusive artist performance snippets to keep audiences hooked.

• **"Aa To Haju Trailer Che, BIG FM Par FM Ni Sauthi Biggest Navratri":** A teaser-led communication designed to create anticipation, reinforcing that the biggest Navratri celebration is yet to come.

• **#NavlaNortaGarba Videos:** Engaging dance reels and festive content celebrating the spirit, music, and energy of Navratri across digital platforms.

ON-AIR DELIVERABLES

PRE-NAVRATI

Elements	Start Date	End Date	Number of days	Rotations / day	Total Rotations	Title / Presenting (5 Secs)	Powered By (5 Secs)	Associate (5 Secs)
Teaser	1 ST October	10 October	6	10	60	Y	N	N
RJ Mention	1 ST October	10 October	6	4	24	Y	N	N
Check Check Garba	1 ST October	10 October	6	4	24	Y	Y	Y
Navratri tips	1 ST October	10 October	6	2	12	Y	Y	Y



DIGITAL DELIVERABLES

PRE-NAVRATI

Elements	Start Date	End Date	Category	Qty	Title / Presenting	Powered By	Associate
Teaser Poster	1 ST October	10 th October	Static	2	Y	N	N
Check Check Garba Video	1 ST October	10 th October	Video	2	Y	Y	N
Garba Dance Videos	1 ST October	10 th October	Video	2	Y	Y	Y
Pre Navratri Hype Videos	1 ST October	10 th October	Video	3	Y	Y	Y



RWA ACTIVITY

As part of Navla Norta, BIG FM organizes an RWA Activity across the three cities of Gujarat – Surat, Vadodara, and Rajkot, covering 15 societies per city.

Society registrations are driven through on-air promotions, followed by exciting on-ground engagements where RJs visit societies, interact with residents, host games and Garba activities, distribute prizes, and create memorable festive experiences.

Sponsors receive high brand visibility through prominent logo placements across branding assets, product sampling opportunities, and the use of their products as contest gratifications, ensuring strong audience engagement and brand association.



DURING NAVRATRI – 11TH TO 20TH OCT



ON-AIR ACTIVITIES

Registration Promos for RWA + Biggest Navratri of Radio Industry.

Big Exclusive: Exclusive Garba Music on BIG FM by well known Garba Artist with content around the same .

Maa ni Aarti:

Praying to Maa Amba is one of the most significant element of Navratri. 92.7 BIG FM will air Maa Amba Ni Aarti twice in the Day part time . The time band will be fixed for all 9days , Once at 7 AM in the morning and at 8 PM before nonstop Garba payout .

BIG FM par Pass No Pitaro:

One of the most common but most demanding element in the Navratri is Passes . 92.7 BIG FM will do tie up with most prominent Garba grounds and have verity of contest around Navratri



ON-AIR DELIVERABLES

DURING NAVRATRI

Elements	Start Date	End Date	Number of days	Rotations / day	Total Rotations	Title / Presenting (5 secs.)	Powered By (5 secs.)	Associate (5 secs.)
RJ Mention	11th Oct	20th Oct	10	9	90	Y	Y	N
Aarti Tagging	11th Oct	20th Oct	9	2	18	Y	Y	Y
Back to back Garba Bumper Tagging	11th Oct	20th Oct	9	15	135	Y	Y	Y
RWA Registration Promo	11th Oct	20th Oct	9	10	90	Y	Y	N
CONTEST	11th Oct	20th Oct	10	6	60	Y	Y	N
RJ Mention	11th Oct	20th Oct	10	9	90	Y	Y	N



DIGITAL DELIVERABLES

DURING NAVRATRI

Elements	Start Date	End Date	Category	Qty	Title / Presenting	Powered By	Associate
Main Navratri Post	11 th October	20 th October	Static	1	Y	N	N
Pass No Pitaro	11 th October	20 th October	Static	5	Y	Y	Y
Check Check Garba Videos	11 th October	20 th October	Video	6	Y	Y	Y
Garba Content Videos	11 th October	20 th October	Video	9	Y	Y	Y



ONGROUND DELIVERABLES

ELEMENTS
Sponsor Logo presence on all the On-ground printed Elements – Standee, Backdrop.
Announcements for Brand during the event by the RJs
Product Sampling for the participants OR Brand Products given as gratification in the event

In case of stall production, Vehicle display production, etc, will be subject to space availability and additional cost

BIG FM NA GARBA

1 MEGA GARBA NIGHT!



As Gujaratis celebrate Garba with unmatched enthusiasm, BIG FM will bring the festive spirit alive with a one-day Garba Night in each city.

The event will feature a renowned artist along with BIG FM RJs, creating an unforgettable evening filled with music, dance, entertainment, interactive games, and exciting giveaways.

A unique celebration that brings together entertainment, culture, and community engagement, offering audiences a memorable Navratri experience.

Date : To be scheduled either before or after Navratri, subject to sales team confirmation.

BARODA



- 1 - BITA Garba - AKota Stadium
OR
2 - Shishu Saskrutik- Gotri Sevasi Road

RAJKOT



- 1 - Khodaldham Navratri
OR
2 - Kheliya Rasotsav

SURAT

We will be booking our own venue.

ON-AIR DELIVERABLES

ONE DAY GARBA EVENT

Elements	Start Date	End Date	Number of days	Rotations / day	Total Rotations	Title / Presenting (5 secs.)	Powered By (5 secs.)	Associate (5 secs.)
Promos - BIG FM Na Garba	TBD	TBD	11	15	165	Y	Y	Y
Contest	TDB	TBD	11	6	66	Y	Y	Y
Countdown liners	TBD	TBD	5	15	75	Y	Y	N
RJ Mention	TBD	TBD	6	15	90	Y	Y	N



DIGITAL DELIVERABLES

DURING NAVRATRI

Elements	Start Date	End Date	Category	Qty	Title / Presenting	Powered By	Associate
Main Navratri Post	TBD	TBD	Static	1	Y	N	N
RJ Videos	TBD	TBD	Video	6	Y	Y	Y
Artist Video	TBD	TBD	Video	3	Y	Y	Y
Win the Passes Contest	TBD	TBD	Video	3	Y	Y	Y



ONGROUND DELIVERABLES

ELEMENTS
Sponsor Logo presence on all the On-ground printed Elements – Standee, Backdrop, BOX Arch gate, Welcome Backdrop, Photo booth, etc
Announcements for Brand during the event as sponsors.
Product Sampling for the participants OR Brand Products given as gratification in the event
Brand logo presence on the LED
Sponsor Felicitation at the event
Stall Space for Product display
Brand Logo presence in the Post event video

We will be only giving the space. In case of stall production, Vehical display production, etc, will be subject to additional cost

LAST YEAR GLIMPSES

RWA GLIMPSES – RJ INTERACTION



PRODUCT SAMPLING AT THE RWA ACTIVATION



CAR DISPLAY AT ACTIVATION



RWA ACTIVATION SET UP



DIGITAL PROMOTIONS



BE A PART OF GUJARAT'S ULTIMATE NAVRATRI CELEBRATION



1st Oct – 21st Oct | 21 Days