

Red FM & Planet M get together to celebrate World Music Day. Ab sirf Music Nahin - SUPERHIT MUSIC BAJAAO!

Red FM, the superhit radio station, brings for its audience a unique musical experience on the occasion of World Music Day on the 21st of June. In a first of its kind integration Red FM, the station of expression and major music retailer, Planet M get together to celebrate the sprit of Music across Mumbai, Delhi & Kolkata.

In a day long activity, Red FM will run a unique music contest called '**Kaan Mein Dum Hai to Aaa**' where they will dare listeners to prove their musical mettle on air by recognizing snippets of songs, answering trivia questions, etc. This contest will also be extended across Planet M outlets. Listeners can simply send an **SMS Red Planet M to 58558** to become eligible for this contest. On receiving the response message, all they have to do is walk into their nearest Planet M outlet and participate in the on-ground contests. If short listed they will then be taken on-air on Red FM and the jocks will play the '**Kaan Mein Dum Hai to Aaa**' contest with them. Listeners stand to win on the spot Gift Hampers and Mobile Phones sponsored by Planet M.

Commenting on the initiative **Mr. Subir Ghosh, CEO Planet M**, said, '*World Music Day is a cause for celebration amongst all music lovers. We are celebrating the same through on air activities with Red and instore activities in the form of special offers on Music titles and Music phones*'

In order to add to the excitement, Red FM RJs Neel and Nyssa will also host their show '**Red FM Khopcha**' LIVE from the Planet M outlet in Lower Parel. The show which begins at 3 p.m. will have the RJs interacting with the customers at the stores and daring them to participate in the '**Kaan Mein Dum Hai to Aaa**' musical contest.

Commenting on this initiative, **Anuj Singh, National Marketing Head & Station Head (Mumbai), Red FM**, said, '*Planet M is synonymous with Music, and therefore provides a very good platform for us to reach our listeners at a direct touch point. Our stations proposition is to play only superhit music and through this contest we are throwing an open challenge to our listeners to test their superhit music knowledge while at the same time providing a unique opportunity to experience the brand and interact with its RJs.*'

So come and be a part of the celebrations with Red FM and Planet M

And don't forget to catch Neel & Nyssa at the Red FM Khopcha at Planet M (Lower Parel) from 3 pm onwards.

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