

Fever 104 FM and Nepal Tourism launch 'Balle Balle in Nepal'

Championing another innovation in the radio space, Fever 104 FM has tied up with Nepal Tourism to promote Nepal in India through its on air programming. This initiative is the first of its kind to bring the flavour of another country alive on the station's morning show. RJ Lokesh from Fever 104 FM began his interactive journey in Nepal on July 12th, to jumpstart your mornings with bytes from Nepal.

A journey spread over two weeks in the neighboring Nepal is a once in a lifetime experience as summed up by RJ Lokesh from on site; 'the entire country is like a picture postcard'. The excitement began the very moment he landed in Nepal. He had barely reached the hotel, when he realized that he was in midst of a traditional Nepalese wedding. An over enthusiastic RJ Lokesh was caught roaming around with a wide eyed curiosity but with an additional bulk of technical paraphernalia. The high point of the trip so far, was a special flight to the top of Mount Everest, with RJ Lokesh screaming in ecstasy on the phone for his listeners to hear.

Adding to the innovation of this format, there is increased interactivity with the listeners in Delhi with whom RJ Lokesh is linking up every hour to get an update on what is happening in Delhi while he is on job vacationing!. The listeners are feeding Lokesh with Delhi buzz and Lokesh is drawing parallels between the two cities, comparing traffic at rush hours, colleges, youth lives etc. To top this all up Lokesh is carrying back personalized gifts for each and every listener he's chatting up with.

The icing of course is Lokesh's invitation to all his listeners in Delhi via a fun contest, where one lucky listener couple wins a holiday package to Nepal including air fare, everyday.

Expressing his excitement, RJ Lokesh said, 'So far, I have brought Delhi closer to Delhites. It's a thrilling experience to now bring the country of Nepal closer Delhites. I don't think I want this sojourn to end.'

On behalf of Nepal tourism, Neeraj Dhawan said, 'Radio leaves an element of fantasy and yet describes the destination with a story telling art. It has been a pleasure to associate with Fever 104 who are giving this fantastic reach. We are hopeful that this initiative will bring about a new way of promoting the tourism industry.'

Vinay Manek, Programming Head, Fever 104 FM Delhi, said, 'This is truly a cross cultural innovation on radio. Balle Balle Dilli to Balle Balle in Nepal is a unique concept and the response from our listeners has been both touching and overwhelming.'

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