

BIG 92.7 FM kick-starts 'Campus 927' with RJ Rishi

With the entire city of [Mumbai](#) hustling & bustling over college admission procedures, **BIG 92.7 FM**, India No.1 FM Station, in keeping with the Vibe of the City, announced its latest offering '**Campus 927**' - a 52-week association with some of the best colleges to be featured every week on RJ Rishi's very popular show '**Chal Kalti Maar**' and true to what the show stands for, 'Campus 927' on BIG 92.7 FM captures the quintessential fun-filled light moments of college life, and who better to don this hat other than the ever energetic RJ Rishi.

'Campus 927' is already a big hit amongst college students and has already featured some of the top colleges of Mumbai like Jai Hind College, SNTD University, Usha Pravin Gandhi College & Rizvi College of Architecture wherein BIG 92.7 FM lined up a host of exciting interactive sessions. RJ Rishi, with his personal brand of humour and the ability to connect with listeners almost instantly, scored high with all the students and only left them asking for more! One could catch sight of college beauties surrounding the booth and preparing themselves for RJ Rishi very own 'model hunt show' in front of the LIVE BIG 92.7 FM booth…all in all a fun way of exposing the lighter side college life through on-the-spot contests and games.

BIG 92.7 FM will be taking interactivity to another level with:

§ Student callers talking about their favourite colleges, popular alumni's talking about their college days etc

§ The '*Gupshup*' corner set up at canteens, hangout areas…

§ '*Bhukkad Club*' - canteen showcase and other popular college joints

§ '*Mai Baap*' - interviews of college professors/lecturers

§ Interactive sessions from the Live Radio set up at the campuses

§ Games and prizes to be won on '*Chal Kalti Maar*'

§ Weekend Special - 2 students get an opportunity to co-host '*Chal Kalti Maar*'

§ Campus Special - 30 second college anthem to be played on-air

Speaking on the occasion, **Mr. Sudarshan Saha, Station Head-Mumbai, BIG 92.7 FM** said, 'At BIG 92.7 FM we keep re-visiting our programming offerings to ensure we are meeting listener requirements. 'Campus 927' is meant to target a light-hearted space purely keeping up with the 'Vibe of the City', and it has received excellent response from across the city in such a short span of time! RJ Rishi has an amazing ability to talk and interact with listeners on a range of youth-driven topics with a dash of intelligent humour thrown in, in good proportion. It is an initiative to provide some light fun-filled moments of college life'

Tune in to catch a daily dose of all the action packed behind the scenes & happenings of the city's most popular colleges everyday between 1-5 pm on '*Chal Kalti Maar*' only with RJ Rishi on BIG 92.7 FM…

BIG 92.7 FM - Suno Sunao, Life Banao!

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