

## BIG 92.7 FM and ICICI Bank Credit Card present Maga Mega Diwali

Sprucing up the festival of lights this year, **BIG 92.7 FM** and **ICICI Bank Credit Card** have joined hands to offer a volley of Diwali surprises especially gift-wrapped for its listeners to make this year's festive shopping the **BIG**gest yet the most economical affair for them.

Living up to its **Kekkalam pesalam life kondadalam!** brand line, BIG 92.7 FM along with ICICI Bank Credit Card is proffering **Maximum Celebration - Maga Mega Diwali** - that will shower discounts ranging from 9.27 to a whopping 92.7 per cent on various product categories ranging from FMCG, Automobiles, Consumer Durables, Gadgets, Furnishings, Jewellery and Fashion Wear to name a few. The discounts, in the form of **Coupons** and **vouchers**, shall be given out to the winners of interesting on-air sound games to be played with the listeners from 7 am to 9 pm beginning October 21 till November 9 (Diwali). Listeners have to simply call the IVR number from their mobile/landline phones to participate (refer note below for details), or sms DIWALI to 55454 for details.

The **Maga Mega Diwali** plan is a unique programming format has been exclusively designed to enable

**BIG 92.7 FM** listeners grab attractive discounts and save hugely on their Diwali shopping.

Each hour, will see the RJs asking simple questions which will entitle listeners to win discount vouchers and coupons. In all, more than 10,000 discount coupons are waiting to be taken away by winners of these exciting contests throughout the 20 days of celebrations.

*Speaking on the occasion, Mr. PB Ramaswamy, Station Head, BIG 92.7 FM said 'The festival season is about fun and enjoyment and also about shopping, shopping & more shopping. So what better way to deliver our brand promise of Life Kondadalam than give our listeners an even BIGGER Diwali, by giving them a chance to win BIG discounts on air! Sabse BIG Diwali will give our listeners the chance to win more than 10000 discounts this festive season delivering great value to them. Diwali does not get bigger than this!'*

*Note: To participate, call 5055454 from your mobile/landline phone | Reliance users call 51234927.*

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