

MIRCHI

**NAAM TOH
SUNA HOGA**





HUM
SUNANA CHAHTE HAI,
DEKHANA CHAHTE HAI,
MEHSOOS KARWANA
CHAHTE HAI,
BAS RUKHNA
NAHI CHAHTE.

 **RADIO**

MIRCHI[®]
It's hot!

PHATA POSTER
PHATA POSTER
NIKLA HERO
NIKLA HERO



MIRCHI[™]

It's hot!





Entertainment Solutions Kit



**A contemporary hits* Hindi Music station
with a chic, “Keeps-you-hooked-soundscape”
targeting**

25 - 45year olds (M/F)

**1.6 mn premium
listeners with no
duplication**

The ones who want itall!

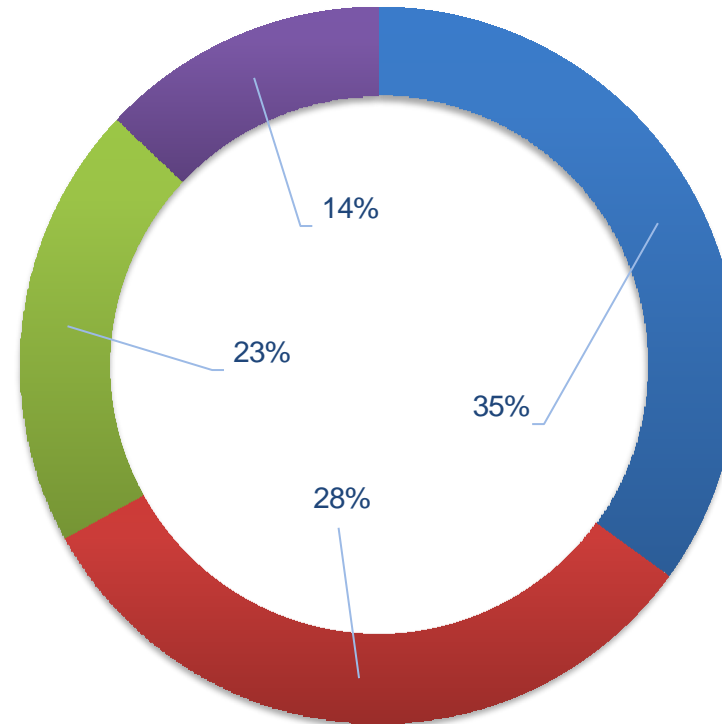
** Specific Timebands also play older music*

Audience Composition: Income Level

LOW INCOME Below AED 4000 **MIDDLE INCOME** AED 4000 – 10,000 **HIGH INCOME** Above AED 15000

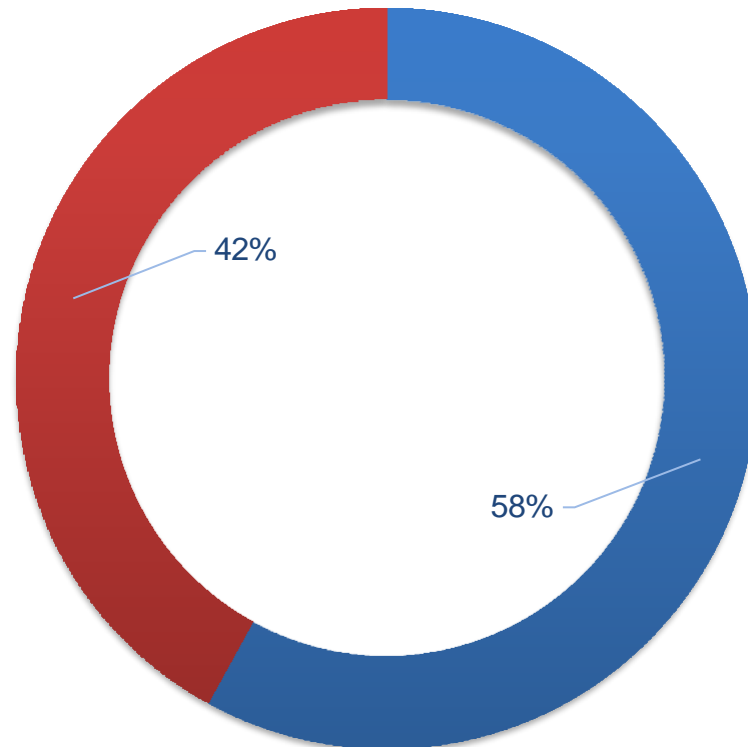


Audience Composition: Across Emirates



Audience Composition: Gender Balance

MALE FEMALE



What do we bring to the table?



- **Influencers** for use on SocialMedia
- Customized **Online Radiostations**
- **Podcasts**
- Brand Specific**Audio Solutions** (Non-Radio)
- **Original Video**content
 - Web series
 - Brand specific Sketches
- **Celebrity Shows**(Audio + Video)
- **Live**Entertainment

- Mirchi IPs + Brand Activation + Concerts (Music, StandUp)

And yes,

Radio

Good Young Radio!



- **Curated Music** You'll want to stick a radio to your ear, permanently!
- **Show Sponsorships** of the best shows in town!
- **On Air Properties**
- **Fun Sparklers** that tickle your funny bone
- **On Air Specials**
- **"Activity of the Month"**
- **Bollywood** content : Yes, we are the Baap of it!

PLUS

Spot Spot Spot Spot Spot Spot Spot Spot Spot Spot Spot
(Yeah, many spots!)

Warning: We make brand spots like composers make music - it's good for the ear, heart and mind - and mostly **addictive!**

Show Sponsorships

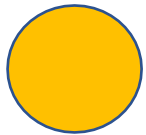


- **Clutter Breaking Advertising**, not a part of “commercial space” on radio
- **Your brand stands out!**
- **Exclusivity** : Only 5 Sponsors per show
- Opportunity to associate with the most popular shows and their RJs
- Builds **high Brand recall** on radio, sheerly basis frequency of exposures of the brand and the Brand association with Shows and RJs
- Less is More : **Targeted advertising** in time bands of choice, basis TG your brand wants to associate with

On Air Properties

UTILITIES

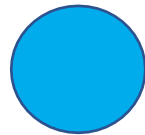
- Properties that are informative and useful to listeners



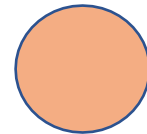
Time Check



3 songs B2B



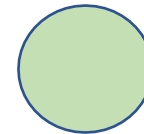
**Traffic
Beat**



Top3News



**Weather
Check**



**Gold
Update**

- Please note :At anypoint, only 3 LiveReadOAPs will be on air



PROGRAM LINE-UP & SHOW UPDATES



Mirchi Mornings

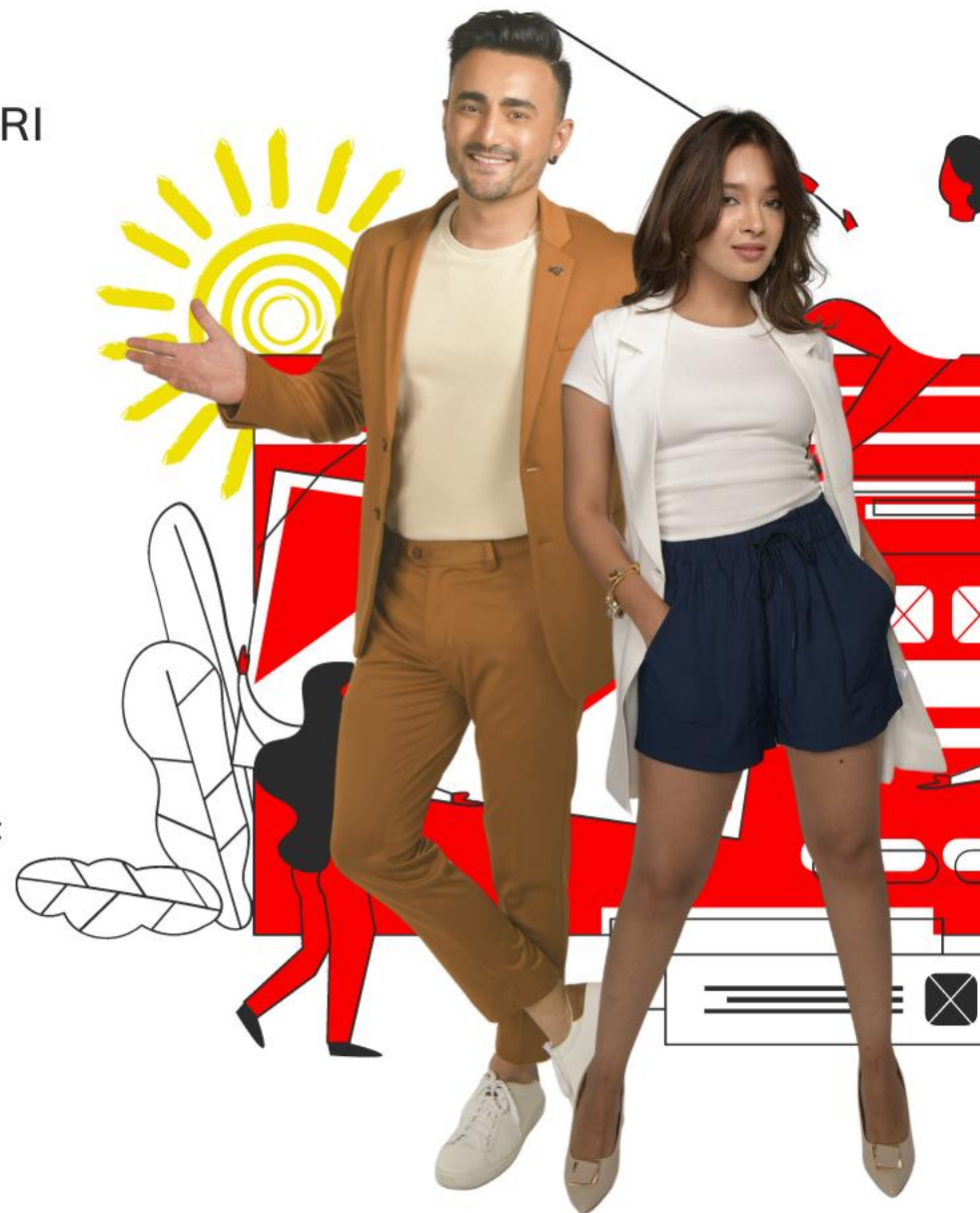
WITH VARUN DHAWAN & AISHWARYA - 6 AM – 10 AM | MON-FRI

Mirchi Ka Varun Dhawan vibes be like
Aadha Pagal Poora Bawra

Aishwarya vibes be like
Mirchi ki Basanti

Mornings take their energy from humara own 'Mirchi ka Varun Dhawan & Aishwarya'. This half mad full crazy duo can spruce up the most boring days and light up your drive time life festivities. So how about you start your mornings with a little dose of mad energy?

Aishwarya & Varun will keep you up to speed with local and international news, traffic updates and everything you need to start your day.



BAAT BAN JAYE

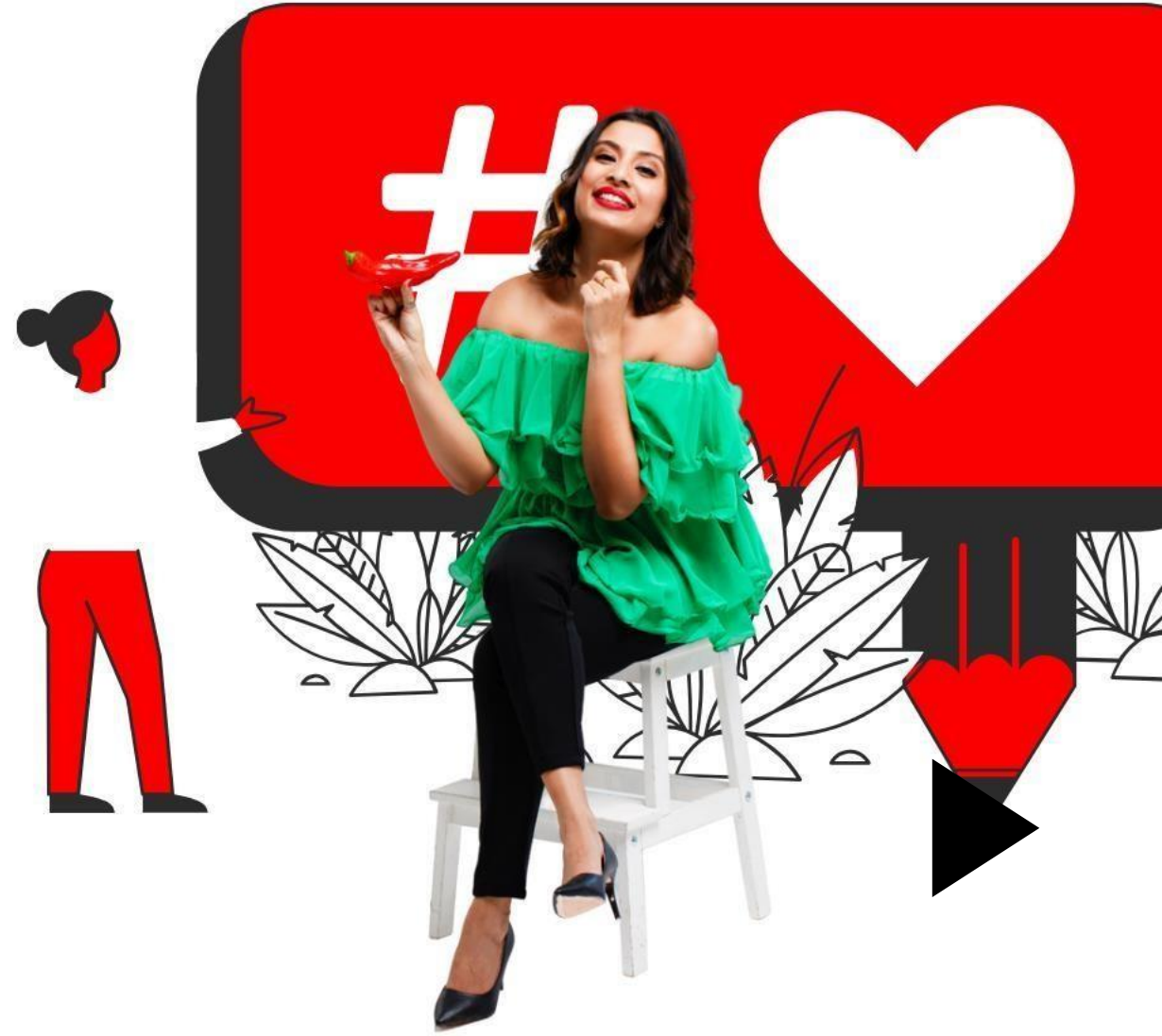
WITH SANCHARI 10 AM - 1PM | MON-FRI

Mirchi Sanchari vibes be like:

- Bollywood Gossip Expert
- Music ki encyclopedia
- is Ladki ka off button missing hai

Iska off button nahi hai. She can jump topics with as much ease as she can dive deep into them. She can listen to you while giving you the sanest advice. The ultimate chatterbox has traveled the world and tasted all kinds of cuisines. Vivacious, infectious and momilicious, tune in to Sanchari for the most amazing 3 hours of your day.

Sanchari is your go-to person for relationships, nostalgia, and the sweet little things in life.



MIRCHI HANGOUT

WITH HIMANSHU 1 PM – 4 PM | MON-FRI

Mirchi Himanshu vibes be like:

- Razor Sharp Jokes ka Baap
- Meme-a-Saurus
- Parody master

A dose of happiness and infotainment is all you need after lunch. Himanshu will both challenge and entertain you

You don't like Himanshu, you LOVE him. The baap of PJ's, the viral trendmaker, the guys with the spontaenity of fireworks. You will have a blast with Himanshu's radioactive humour. Tune in for trends, all things crazy and some fun interviews with influencers and youngsters of UAE.



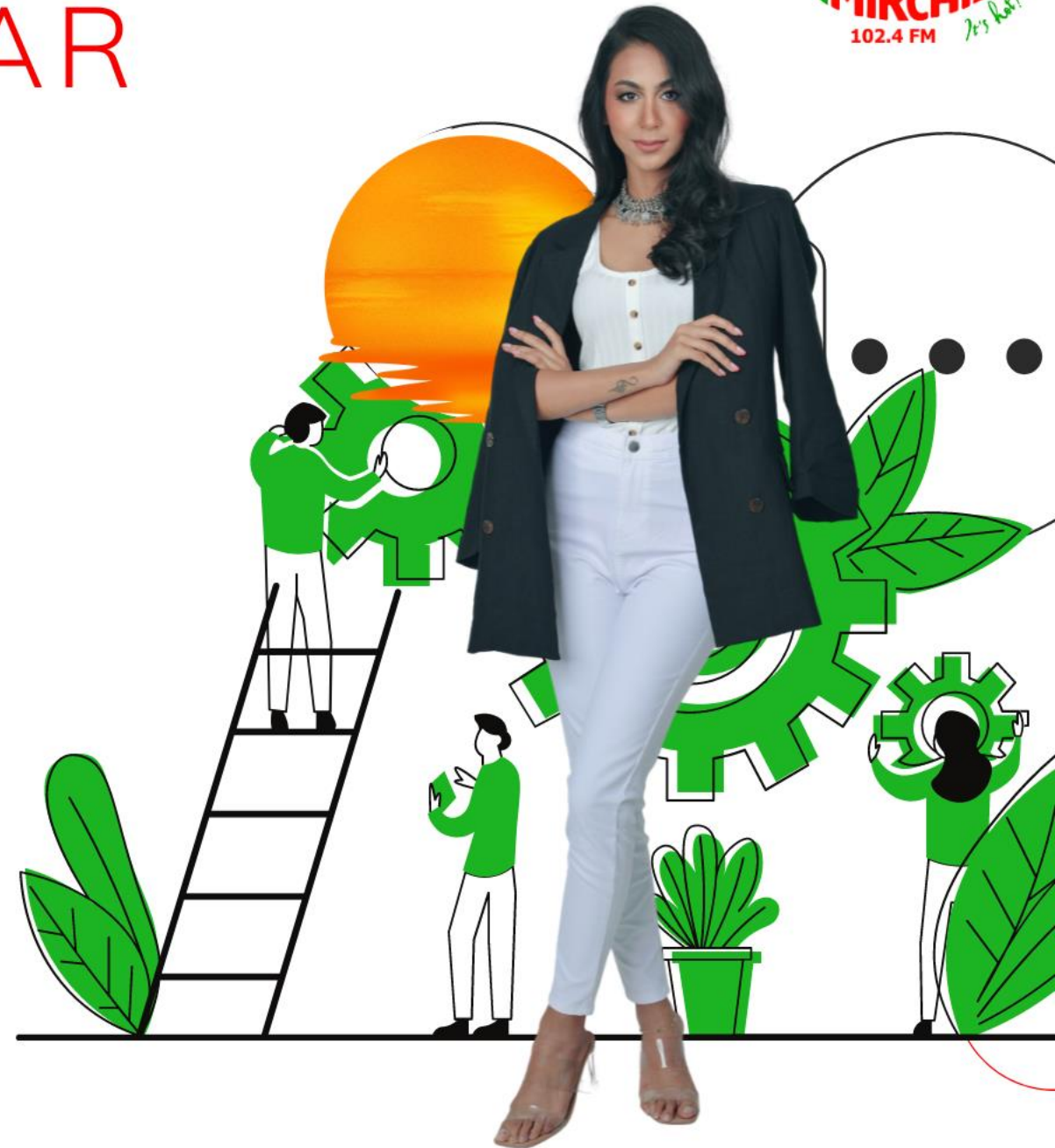
SHAAM SHAANDAR

WITH VARSHA 4 PM – 8 PM | MON-FRI

Varsha Vibes be like:

Iska dance kahin bhi nikal jata hai

She is a powerhouse of entertainment. Her infectious energy is bound to charge your evening drive back home. She will challenge you, entertain you, and bring a smile to your face... trust us when we say there is no one better when you just wanna drive back home with.



THE HOME OF
FABULOUS AND CREATIVE
CONCEPTS



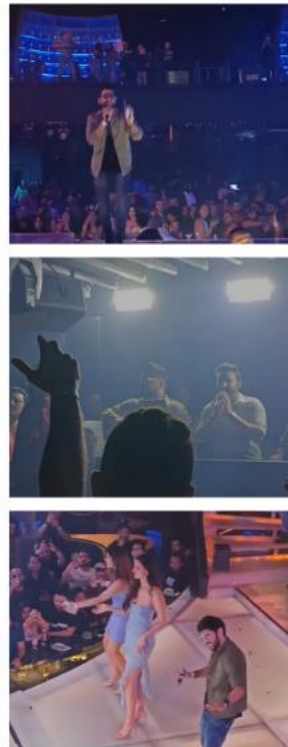
Campaigns delivering the best Mileage!


- Mirchi Terminal
- Mirchi Jam
- Mirchi Jam Junior
- Mirchi Neon Run
- Mirchi Recharge

Previous Mirchi Roadshows



Previous Mirchi Roadshows



	MIRCHI MORNINGS	BAAT BAN JAYE	MIRCHI HANGOUT	SHAAM SHAANDAR	BACK TO BACK MUSIC
Time Band	06:00 to 10:00	10:00 to 13:00	13:00 to 16:00	16:00 to 20:00	20:00 to 23:00
Prime Time	06:00 to 10:00	Non Prime time	14:00 to 18:00	16:00 to 20:00	Non Prime time
Super Prime Time	07:00 to 09:00	Non Prime time	16:00 to 18:00	18:00 to 20:00	Non Prime time
Spot Length	10 SECS	20 SECS	30 SECS	40 SECS	50 SECS
Super Prime Time	180	360	540	720	900
Prime time	150	300	450	600	750
Non Prime Time	100	200	300	400	500
EDITORIALS	SUPER PRIME	PRIME	NON PRIME		
RJ Mentions	2700	2250	1500		
Outdoor Broadcast	2700	2250	1500		
On-Air Contest	2700	1500	1000		
Road Block	10 MINS	20 MINS	30 MINS		
1 Hour	16,200	13,500	9000		
UNLESS SPECIFIED OTHERWISE ALL VALUES ARE IN AED					

**Committed to solving your
marketing problems**

“

***AAP CONVINCED HO GAYE,
YAA MAI AUR BOLU?***

”



**THANK
YOU**