

Fever FM partners with the four biggest teams this t20 season

Fever FM is the Official Radio Partner of Delhi Daredevils, Mumbai Indians, Kolkata Knight Riders & Chennai Super Kings!

NEW DELHI, NEW DELHI, INDIA, April 24, 2018 /EINPresswire.com/ -- Sports is a key content peg for Fever FM. Every T20 season, the teams change, the stakes change but there is one thing that remains the same – Fever FM is the official radio partner of Delhi Daredevils, Mumbai Indians and Kolkata Knight Riders. This year, the icing on the cake is that Fever Chennai is the official radio partner of Chennai Super Kings. Fever Delhi has been the official radio partner of Delhi Daredevils for 11 years in a row, Fever Mumbai the official radio partner of Mumbai Indians for 8 years in a row. In its very first year of launch, Radio Nasha became the official radio partner of DD in 2017 and, this year, the association continues.

Fever FM always strives to give ‘money can’t buy’ experiences to its listeners. In Chennai, Fever FM created a ‘Yellow Squad’ and gave 12 lucky winners an all-expense paid trip from Chennai to Mumbai to watch the first match between Chennai Super Kings and Mumbai Indians. In Delhi, Kolkata and Chennai, Fever FM is running a flagship initiative – ‘Junior Daredevils’, ‘Junior Knight Riders’ & ‘Junior Super Kings’ respectively where parents will get a chance to fight it out on air and win their children a once in a lifetime chance to meet the players in the dugout just before the match begins. And Radio Nasha will give a VIP treatment, merchandise and tickets under its initiative ‘Dilli Ke VIP’ to honour the people who have brought a positive change in Delhi. From giving away match tickets every 104th minute, meet and greet with the players to original franchisee merchandise, the entire season will be celebrated akin to a festival on Fever FM. The players from the franchises will be heard in a never before avatar on Fever FM. From exclusive interviews to entertaining snippets of them singing Bollywood numbers, all can be caught only on Fever FM.

Commenting on the tie-ups, Harshad Jain, CEO – Radio and Entertainment, HT Media Ltd. said, “Sports is a huge priority for us and Fever FM has through the years powered the sports revolution in the country. This is the 11th season of one of the biggest marketing properties of Fever FM. It is an honour for us to be the official radio partners of Delhi Daredevils, Mumbai Indians, Kolkata Knight Riders and Chennai Super Kings. The initiatives are designed to ensure maximum listener engagement and unparalleled customer experience. Innovation is in the DNA of Fever FM and every year we strive to develop unique solutions in the sports category that bring our listeners closer to their heroes.”

About Fever FM:

Fever FM (operated by HT Media Ltd.) is available in Delhi (since October '06), Mumbai (since January '07), Bangalore (since March '07), Kolkata (January '08), Chennai (October '15), Hyderabad (August '16) and Uttar Pradesh (September '16) with a vibrant, youthful, creative and interactive programming, that just lets the music play. Fever FM is one of the leading FM stations in the country and attracts more than 18 million listeners across the four Indian metros – Delhi, Mumbai, Bengaluru and Kolkata.

The network is spread across 13 cities (Delhi, Mumbai, Bangalore, Kolkata, Hyderabad, Chennai, Lucknow, Kanpur, Agra, Gorakhpur, Allahabad, Aligarh, and Bareilly). It is the only network to have 2 stations in the biggest radio markets, Delhi and Mumbai (Fever FM and Radio Nasha).

Fever FM has truly changed the radio listening experience in India. Despite being one of the newest players in the industry, Fever is known today for playing more quality music than any other radio station.

The radio channel is also the most preferred amongst the 20-34 years SEC AB target audience – Fever's core target group.

For more visit www.fever.fm

Anisha Tandon

HT Media

9717060781

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/443679603>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.