



www.radiomirchi.com



The winner of 1983 on 98.3. 'Cup-Waale' Kapil rules the Mirchi airwaves!

~Radio Mirchi invites Kapil Dev to make the Mirchi studios his home right 'til the end of this World Cup. He will be our guest, honorary RJ, cricket expert and advisor for the lakhs of Mirchi listeners across the country. In other words - Kapil will once again be a star all-rounder, but this time on radio.

New Delhi, February 24, 2011:

He is the one that legends are made of. He victoriously led the Indian Cricket team to their ultimate triumph by winning the World Cup in 1983. His all-round performance with the bat (175 not out against Zimbabwe, the highest One Day score in the world at that time) and the ball (5/43 against Australia). His famous catch of Vivian Richards which was the turning point in the World Cup final. His leading of the Indian team from the front - made him a winner like no other.

In a **first-ever initiative**, **Radio Mirchi** takes its world cup programming to a new level by making **Kapil Dev** a part and parcel of its cricket campaign in this world cup. Not only will Kapil Paaji make the day cheerful and unforgettable for the Mirchi fans with his views on the ongoing matches of the ICC World Cup 2011 but he will also be heard getting into Mirchi mode by playing his favourite songs talking to RJs, answering callers, asking quiz questions and even chatting with Mirchi's ultimate Joke-master Sud on his Hansi Ke Fawaare. Kapil Dev will entertain Mirchi listeners while the nation is in its vibrant World Cup mood.

Mirchi listeners are already feeling that 'Paaji Da Jawab Nahi' as now they will get the exclusive chance to experience the living legend, up close and personal. The eminent cricketer will be heard with his insightful match previews and hard-hitting post-match analysis. As a special treat, a few lucky Mirchi listeners will be selected to ask Kapil Paaji their questions on the match and have them answered! The legendary World-cup winning Captain will also throw a googly to the Mirchi listeners by asking them his 'Question of the day' on cricket.

Having a blast at the Mirchi Studio today, India's only world cup winning captain **Kapil Dev** commented, *"I'm having a great time interacting with the Mirchi RJs and the listeners. It feels fantastic to be on air and experience the tremendous enthusiasm of fans. This is my debut on Radio Mirchi and I feel my first innings is going beautifully. Radio is such a relaxed and informal medium that I feel completely at home here. I greatly appreciate Radio Mirchi's endeavours in making this world cup memorable for fans and for me with their unique initiatives. I'm looking forward to being on Mirchi throughout this world cup and continue to entertain fans. I wish Team India all the best and sincerely hope they get home the prestigious World Cup."*

Ranjit Madgavkar, National Creative Head, Radio Mirchi, said, *"At Radio Mirchi, we have decided to present to our fans a kind of cricket 'paagalpan' that you expect from a brand like ours. Radio Mirchi loves innovators, trail-blazers, trend-setters and positive personalities. We love a culture that likes to take new challenges. No one exemplifies this more than Kapil - a trailblazing, pathbreaking winner. A man who as a fast bowler and allrounder gave Indian cricket something it totally lacked. His passion, commitment and desire to take challenges changed Indian cricket. It's a pleasure to have such a passionate, inspiring, simple and straightforward person like Kapil. We are extremely happy with the great response we received from our listeners who have been listening to Kapil on-air. Radio is a very intimate and friendly medium and there is no better person to talk to listeners than a man who always speaks from the heart - Kapil Dev."*



www.radiomirchi.com



Ajay Sethi, the Chairman of Dubai based Channel 2 group and founder of Cricket Radio added *"We are proud to partner with Radio Mirchi in bringing the legendary Kapil Dev to the lakhs and lakhs of Mirchi listeners across the country. The Cricket fervour is soaring higher every day and we are happy to undertake this exclusive initiative. I am sure the Mirchi fans will a great time with Kapil Dev on the airwaves."*

Apart from discussions on cricket, the days will also have its Mirchilicious and filmy moments when Kapil Paaji will hum a tune or two and reveal to fans his favourite movie moments, romantic songs, film stars and other exciting trivia. For the very first time, Mirchi listeners will have the chance to experience a never-seen-before aspect of their very own Kapil Paaji.

About Radio Mirchi:

A leader in the private FM radio industry, Radio Mirchi operates FM radio stations in 32 cities i.e. Mumbai, Delhi, Kolkata, Chennai, Indore, Ahmedabad, Pune, Hyderabad, Bangalore, Jaipur, Patna, Jalandhar, Goa, Baroda, Bhopal, Kanpur, Rajkot, Nashik, Varanasi, Aurangabad, Lucknow, Surat, Kolhapur, Madurai, Nagpur, Vishakhapatnam, Coimbatore, Mangalore, Vijayawada, Raipur, Thiruvananthapuram and Jabalpur. ENIL launched its first radio station in the city of Indore in October 2001.