



ZAYAN appeals to the modern Muslim community by serving them with contemporary content consisting of the latest fashion, technology, entertainment and lifestyle, all the while still holding true to the timeless creed of their faith. The brand currently reaches 4.6M people on social media weekly, since launching in October 2017.

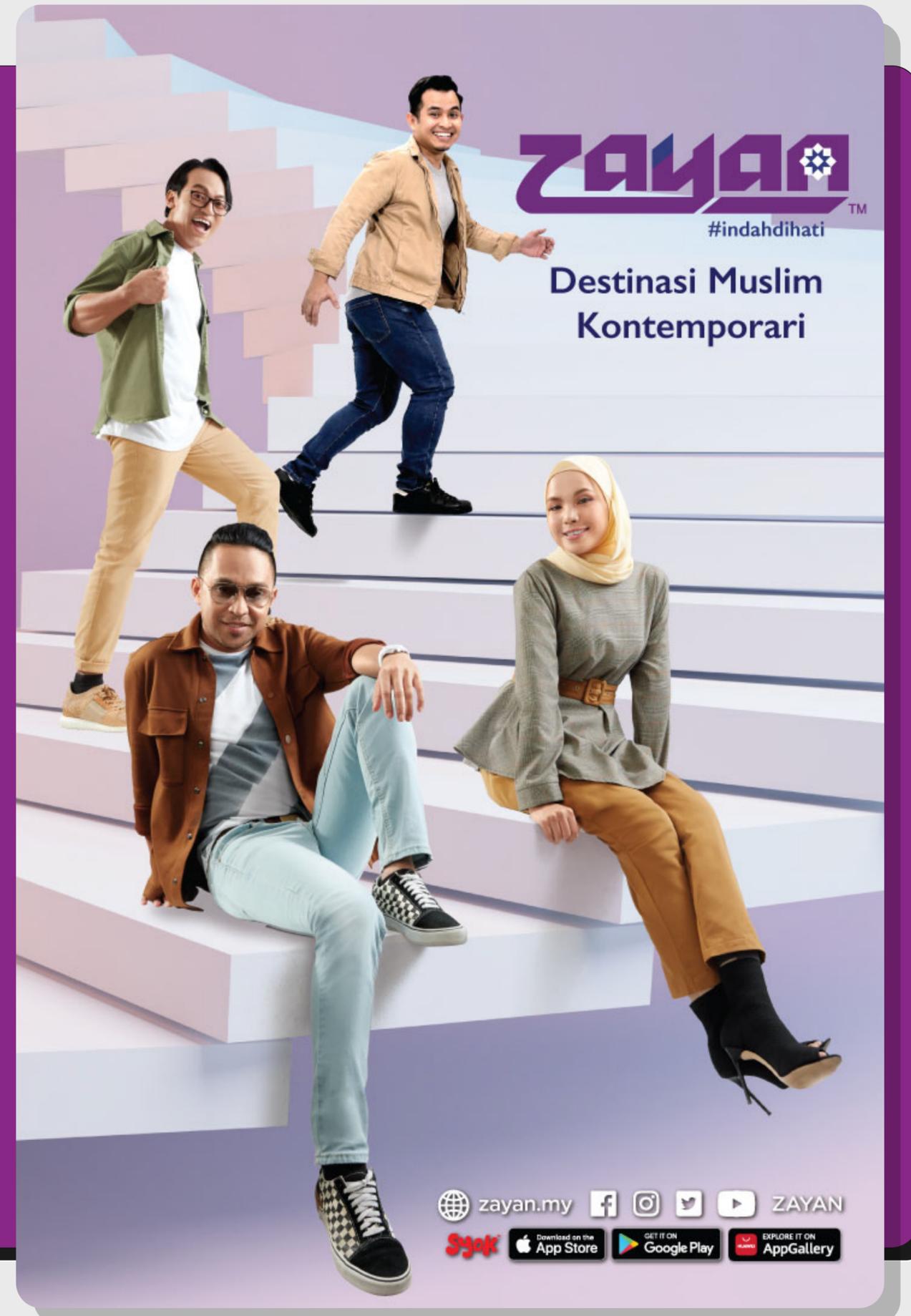
Brand Positioning:
#indahdihati (Pure At Heart)

Target Audience:
18 – 34 year olds (Modern Muslims)

Language:
Malay

FREQUENCY LISTING:

- 104.9FM Klang Valley
- 92.8FM Johor / Johor Bahru
- 98.1FM Alor Setar
- 106.4FM Ipoh
- 98.9FM Melaka
- 91.6FM Kuantan





MAWI, a household name in the entertainment industry, is no stranger to being in the spotlight. The champion of Akademi Fantasia Season 3, is known for his talent in singing and his aura that captivates the heart of his fans. Just as he once plagued Malaysia with the 'Mawi World' fever, it is hoped that Mawi continues to captivate fans in the radio broadcasting industry. ZAYAN's diverse group of consumers are definitely excited to be able to hear their beloved singer on air.



LIN, has vast experience in television broadcasting and has now decided to engage in radio. This former news reader is also the host of Bismillah Ad-Duha, a talk-show program on Astro Oasis. For this petite beauty, her refreshing personality and attitude shines bright, through her Muslimah fashion choice and lifestyle. Catch her in #ZOTD from 10 am to 1 pm, every weekday.



ANAS, energetic, funny and friendly - these are some the traits that best describe him. An icon amongst youth. His vast experience in music, especially Nasyid, helps him reach out to his fans, especially with his casual and fun approach. With his crazy antics, it is no wonder that his favourite hobby is to tease and copy his friends' hobbies.



HADHARI, the latest addition to the ZAYAN family that knows no limit. His amazing talent as a host and motivational speaker is further proven with his involvement in prominent Islamic shows such as Tanyalah Ustaz and Jejak Rasul. Often called "Ustaz Bola", his passion for football has also led him to the creation of his own Youtube show, where he gives the latest news and updates on football. Now championing ZAYAN Valet, catch him from 3-7pm, every weekdays.



Segments

6.00 am - 10.00 am	Salam Bros with Mawi & Anas Let Mawi & Anas from Salam Bros brighten up your world with Ayat World, Bros Buskers and Mawi Jawi.
10.00 am - 3.00 pm	#ZOTD with Lin Get the latest info and updates on trends, fashion, food and all things amazing with Lin.
3.00 pm - 7.00 pm	ZAYAN Valet with Hadhari Feeling curious and need some food for thought to feed yourself spiritually? Get answers to your everyday questions with Hadhari.
7.00 pm - 8.00 pm	ZAYAN Fikir Spiritual and motivational segment
8.00 pm - 11.00 am	ZAYAN Halal Café Chill out after a long day with Ustaz Hariri, Ustaz Zarifi dan Ustaz Ihsan as they unfold many different topics to take you on a heartwarming spiritual journey.
11.00 pm - 12.00 am	ZAYAN Nasyid Top 11 Tune in to the soothing rhythm of Nasyid to keep you accompanied at night.