



LITE attracts 855K Malaysians weekly on radio. The brand plays a carefully curated playlist of relaxing favourites from the 80's, 90's and today while discussing topics that matter – real people, real lives, real stories.

**Brand Positioning:**  
Relaxing Favourites

**Target Audience:**  
35 - 49 year olds (Professionals)

**Language:**  
English

**FREQUENCY LISTING :**

- 105.7FM Klang Valley
- 104.4FM Penang
- 94.6FM Johor Bahru
- 104.4FM Alor Setar
- 89.3FM Taiping
- 101.5FM Ipoh
- 104.6FM Seremban
- 92.2FM Melaka
- 104.7FM Kuantan
- 105.9FM K.Terengganu
- 104.3FM Kota Bharu
- 100.1FM Kuching
- 103.2FM Kota Kinabalu

Astro Channel 854

# THE *Lite* BREAKFAST

WITH ASHA & NON

**Weekdays,  
6am to 10am**

**Real Lives**

**Real People**

**Real Conversations**



Non has been part of the Malaysian radio scene since joining Mix FM in 1999. 7 years hosting a variety of shows for Mix FM has seen him interviewing some very interesting people including Sheila Majid, Savage Garden and Destiny's Child. He's an avid squash player having represented Johor at Sukma as well as the Nationals and continues to play competitively. Non will compete in the World Masters Games (Japan) in 2023.,



ASHA, a Malaysia-based model, host, producer, activist and radio announcer – and that's just the tip of it. On top of being the face for Channel [V] back in 1999, she also had a major role in production such as directing, scriptwriting and producing. Well-known for her unique character and quirky interview style, through her own various shows, she has interviewed the likes of the Bee Gees, Lenny Kravitz, Travis and Britney Spears.



FABES, who hosts the LITE Drive, gives you a great combination of the best songs and the biggest stories of the day, Traffic updates combined with his ever-loving sharp wit and signature laugh. A football fanatic who's passionate about Liverpool FC he's also crazy about food—and eating it!



IKA joined the broadcasting industry straight out of college. She started reading the news on TV before going full steam with radio. She became a part of Astro's pioneer team in 1996 and helped set up LITE in 1996. She's now back on LITE after "retiring" and can be heard from 10am - 4pm every weekday.



## Segments

6.00 am – 10.00 am	<b>The LITE Breakfast Show with Asha &amp; Non</b> Join Asha & Non for real lives, real people, real stories from ordinary people with extraordinary stories.
10.00 am – 3.00 pm	<b>Relaxing Favourites Workday with Ika</b> Ika takes you through the day with relaxing favourites plus shines the spotlight on inspiring women in her Power Women segment.
3.00 pm – 8.00 pm	<b>The LITE Drive with Fabes</b> De-stress on your drive home with Fabes as he shares his Top5@5. Plus relaxing favourites you love.
8.00 pm – 10.00 pm	<b>LITE After Dark</b> Sit back and relax with our soothing selections in LITE After Dark
10.00 pm – 12.00 am	<b>The Love Songs with Dr. Love</b> End your work days with love songs and dedications with Dr Love.