

sinar™

A strong No. 2 Malay radio brand in Malaysia, on a weekly basis SINAR reaches 5.0M fans on radio. The brand plays favourite hits from the 80's to today, with songs that make fans feel good and brighten up their days. It also covers the best in talk shows and inspiring real-life topics that are packed full of exclusive interviews.

Brand Positioning:

Menyinari Hidupmu (Brighten Up Your Life)

Target Audience:

25 – 39 year olds (Malay)

Language:

Malay

FREQUENCY LISTING :

- 96.7FM Klang Valley
- 97.1FM Penang
- 87.8FM Johor Bahru
- 97.1FM Alor Setar
- 96.4FM Taiping
- 96.9FM Ipoh
- 96.9FM Seremban
- 96.0FM Melaka
- 97.2FM Kuantan
- 97.5FM K. Terengganu
- 93.8FM Kota Bharu
- 100.9FM Langkawi
- 102.1FM Kuching
- 104.9FM Kota Kinabalu
- 87.7FM Miri
- 106.9FM Sandakan

Astro Channel 857





JEP, a comedian, a multi-talented actor and TV presenter. His career began when he won Super Spontan in 2013. He also won several awards such as the Most Popular Male Comedy Performer in Anugerah Lawak Warna 2013, Bintang TV MeleTOP for Anugerah MeleTOP ERA 2014 and many more. He is also active on TV programs such as Karoot Komedia X, Maharaja Lawak Mega and Super Spontan. Jep, also hosted the Skool Of Lawak, Sepahtu Reunion and Meja Bulat Sepahtu.



RAHIM, is one third of Sepahtu, the winner of Maharaja Lawak Mega 2013. He then joined Sepahtu and won Maharaja Lawak Mega 2013. Rahim was previously a football player who represented Selangor during the 1990 Malaysian Games. His cheekiness is translated in his films such as 'Lu Gua Bro', 'Suatu Malam Kubuk Berasap 2', 'Legenda Budak Hostel' and 'Keranda Tok Wan Terbang?'. Rahim also hosted Sepahtu Reunion and Meja Bulat Sepahtu.



ANGAH, is now one of the trio for Pagi Di SINAR, hosting alongside famed Jep, Rahim and Elizad. Angah's easy-going and always-chill characteristics makes him a public heart-throb, as he is known to make everyone around him laugh and be merry.



ELIZAD, is one of the Pagi Di SINAR personalities, co-announcing with Jep, Angah and Rahim. Known from Gempak Superstar, Elizad continued her acting line-up to include movies such as Berlari ke Langit, Gangster, Bilut, Main-Main Cinta, Cinta Yang Satu, Lembing, Harmonika, Kolestrol vs Cinta, and dramas such as Puteri Yang Di Tukar, Aku Yang Kau Tinggalkan and many more. She also has an interest in motorsports, which encourages her to challenge herself.



DINA, broke into the entertainment industry as a singer and even received the awards for "Best New Artist" and "Best Vocal Performance on an Album" at the Anugerah Industri Muzik (AIM) in 2006. This multi-talented star also dabbles in acting in theatre and film. Before SINAR, she was in ERA entertaining the listeners with her soft-husky voice and now, you can vibe to her warm personality in SINAR Solo at 10am-3pm, every weekdays.



HEFNY, after emerging as one of the top performers of On Air (Astro RIA's talent programme), Hefny started his career by hosting various TV programmes namely Hlive (Astro RIA), Salam Dunia, (Astro Oasis), Diari Akademi Fantasia 2013 and many more. He has also ventured into acting for several films and dramas such as M.A.I.D., 3 Campur 2, Nafas and Cintaku Di Bumi Izmir. Hefny with his co-announcer, Falyq host the DUO SINAR segment on every Monday to Friday, 3pm to 7pm.





PUTRA, or Himsakputra Saipul Anuar, comes from Muar, Johor and was born on 14 November 1995. Three interesting facts about him is that he loves to play football, futsal and badminton, he loves to breakdance and he tends to leave things in random places. Catch him on R&R SINAR every weekday from 8pm to 12 midnight.



FALYQ, a young chap with a wide experience in radio broadcasting, jump started his career as a street squad member before participating in a radio talent-search programme in which he placed third. Falyq is now a hot commodity for hosting gigs, as his fun and light-hearted personality captivates fans. He loves football, and his active lifestyle makes him a role model among youths.



Segments

6.00 am- 10.00 am

Pagi Di SINAR with Jep, Rahim, Angah & Elizad

Feeling gloomy? Do not fear as Jep, Rahim, Angah & Elizad will definitely brighten up your morning!

10.00 am– 3.00 pm

SINAR Solo with Dina

Stay updated with the current news, latest trends, health and beauty tips with Dina. She's also here to help you with song dedications for your loved ones.

3.00 pm– 7.00 pm

Duo SINAR with Hefny & Falyq

Hefny & Falyq will keep you company on Duo SINAR where they will share hot trending issues and sing with listeners.

7.00 pm– 8.00 pm

Laman Rohani SINAR

Spiritual and motivational segment

8.00 pm– 12.00 am

RNR SINAR with Putra

Falyq will accompany your night drive with love songs and dedications, news on sports and also everything in between.