



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:**  
Destinasi Nasyid Anda

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

**Language:**  
Malay

**FREQUENCY LISTING :**

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



**Destinasi Nasyid Anda**





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.



ANAS, energetic, funny and friendly - these are some of 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.



FBI has over 20 year of experience in the entertainment industry and has already established a name for himself in Malaysia. He first started his career with Astro Radio as a copywriter back in 1999. Since then, he has gained experience as a radio announcer and as a TV presenter. He now joins Mawi and Anas in ZAYAN's breakfast show.



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.



HAZWAN is a film graduate who has always had an interest for radio. He started in radio career in Media Prima and the moved on to IKIM. There, he build his career as a Breakfast announcer where he discussed topics related to religion, current affairs and music.





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 Ustadz and Jejak Rasul. Often called "Ustadz 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.



FATIN NABILA is the host of ZAYAN Malam. She has a background in communications and accounting but her true passion is in Quranic studies. She founded Empower Quran Global; a company that focus in Quranic education. This in itself makes her a perfect addition to the ZAYAN team.



## Segments

6.00 am – 10.00 am

### Salam Bros with Mawi, Anas & FBI

Let Mawi, Anas and FBI from Salam Bros brighten up your world with Ayat World, Bros Buskers and Mawi Jawi.

10.00 am – 3.00 pm

### ZAYAN 10-3 with Lin Ariffin

Join Lin as they discuss family and female topics, lifestyle, and health, all from the perspective of a muslimah.

3.00 pm – 7.00 pm

### H&H di ZAYAN with Hazwan & Hadhari

Feeling curious and need some food for thought to feed yourself spiritually? Get answers to your everyday questions with Hazwan & Hadhari.

7.00 pm – 8.00 pm

### ZAYAN Fikir

Spiritual and motivational segment

8.00 pm – 11.00 am

### ZAYAN Malam with Fatin Nabilla

Chill out after a long day with Fatin as she unfolds many different topics to take you on a heartwarming spiritual journey.