

# raaga™

RAAGA is Malaysia's No. 1 Tamil radio brand, with a current weekly reach of 1.7M on radio. The brand is dedicated to being the dominant information hub on Kollywood news and centre of conversation amongst Tamil audiences. RAAGA plays the best of Indian music, and is famous for its multi-talented bunch of entertainers.

**Brand Positioning:**

Aaha... Sirantha Isai (The Best Music)

**Target Audience:**

18 – 34 year olds (Tamil speaking Indians)

**Language:**

Tamil

**FREQUENCY LISTING :**

- 99.3FM Klang Valley
- 99.3FM Penang
- 103.7FM Johor /  
Johor Bahru
- 102.4FM Alor Setar
- 102.1M Taiping
- 97.9FM Ipoh
- 101.5FM Seremban
- 99.7FM Melaka
- 101.9FM Langkawi
- Astro Channel 859





SURESH, the winner of THR RAAGA's announcer search in 2009. He is experienced in TV hosting and emceeing. He also landed a role in the Malaysian Tamil movie, Maayakathay as a supporting-actor. He is a positive role model for the youth as a well-liked personality on social media and an ambassador for UNITAR. Dedicated to achieving his fitness goals, he's also endorsed numerous gym establishments and health products.



AHILA, discovered in THR RAAGA's Talent Search in 2009. A Masters graduate, has fronted various shows such as Astro Vaanavil & Vinmeen's Breakfast Show Vizhutugal, Aatam 100 Vagai and 360 Degree. Having an active social media presence, she loves to travel and explore new things in hope of inspiring her followers. This music lover enjoys reading and watching good movies. Her future plans include completing her doctorate and taking up a new creative hobby such as pottery or making home accessories.



UTHAYA, a karate champion and instructor who got lost in the radio world. Uthaya keeps listeners laughing as the host of Kalakkal Kaalai with Aanantha. With a varied list of interests that include acting, singing, books, movies & paranormal phenomena, Uthaya is also a Health Ambassador for Malaysia and an IT wizard, with Microsoft appointed him to promote coding as a second language. This witty dude is also Mr Congeniality and was awarded "Popular Personality" at the RAAGA Astro Awards 2010.



REVATHY, awarded as the Best Female Radio Host and Best Actress in the entertainment Indian scene, she never ceases to amaze the listeners. She aspires to more charity work, direct films and set up a Tamil library. This MBA graduate has an entrepreneurial mind venturing into various businesses and she is an ambassador for the National Transplant Resource Centre. Having an active lifestyle, her day is filled with activities to help strengthen her pursuit to be an exemplary working family woman.



KOGULAN, RAAGAvin's latest champion and addition to the RAAGA family. Loves online content creation and budding youtuber with inspiring ideas. Loves arts in any form and a beat boxer. Singing and creating digital content is his passion.



## Segments

<b>6.00 am – 10.00 am</b>	<b>Kalakkal Kaalai with Suresh &amp; Ahila</b> Everything is new on the Kalakkal Kaalai's plate! Kickstart your weekday mornings with our sassy pair - Suresh and Ahila from 6 am to 10 am. And don't miss out on the current affairs, trending stories and crazy jokes they will be serving you at this breakfast hour!
<b>10.00 am – 1.00 pm</b>	<b>Vanakkam with Revathy</b> Get electrified with the ever-energetic Revathy from 10 am till 1 pm. She is all set to serve the hottest topics in town! From latest Indian entertainment news buzz, music from the 80's, 90's and now. With 40 minutes of non-stop hits every hour.
<b>1.00 pm – 3.00 pm</b>	<b>Innike Enna Kathe with Revathy</b> Listen and share interesting life stories with special situational songs for it!
<b>3.00 pm – 7.00 pm</b>	<b>Hyper Maalai with Uthaya</b> Turn up your radio and stay pumped up with Uthaya on Hypermaalai from 3 pm till 7 pm. Everything is under one roof: entertainment, gossip and the best hits! Rest assured, Uthaya is going to make your hypermaalai – real HYPER!
<b>7.00 pm – 12.00 am</b>	<b>Vaange Palagalam with Kogulan</b> Meet your wacky & funky host from 7 pm till 12 am! Unwind your long and tiring day, with his fun games, topics, and memes! Your long drives home will feel shorter with him!
<b>12.00 pm – 6.00 am</b>	<b>Chillax</b> Playing nonstop best hits of 80s, 90s and current.