

ரொடு

Aaha Sirantha Isai



raaga.my     RAAGA

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RAAGA has been Malaysia's No. 1 Tamil radio brand for the last 12 years since launching in 2005, with a current weekly reach of 1.5M 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

10 – 39 year olds (Tamil speaking
Indians)

Language

Tamil

FREQUENCY

Astro Channel 859

99.3FM Klang Valley

99.3FM Penang

103.7FM Johor Bahru

102.4FM Alor Setar

102.1FM Taiping

97.9FM Ipoh

101.9FM Langkawi

101.5FM Seremban

99.7FM Melaka

UTHAYA,

A karate champion and instructor who got lost in the radio world. 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.

VIKADAKAVI,

An engineer turned entertainer, Magendran Raman is probably the most diverse entertainer in Malaysia right now. From writing lyrics to singing and rapping with his hip hop troupe - PSYCHO. He certainly a wholesome entertainer. Starting off as a host, today he has a solo music album (VMB) out, credible hosting career and now with Kalakkal Kaalai together with Uthaya.

VIKI,

From HR to a multifaceted media personality, Viki's journey evolved into a thriving TV host and Radio Jockey. As the Ultimate Star Search Tamil 2022 winner, she embrace the art of communication, connected with diverse audiences, sharing stories that inspire, entertain, and enlighten. Passionate about bringing voices to life, her mission is to leave a positive impact on the world.

KOGU,

RAAGAvin's champion who 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.





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.

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, Maayakathey 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.

KABIL,

A 31-year-old dude from Kampar, Perak, who's all about the mic, the stage, and everything in between. When he's not on air, he's out hosting events, dancing up a storm, acting on screen, or managing events like a pro. Fluent in Tamil, English, and Malay, He loves connecting with people from all walks of life. Engaged, passionate, and always on the move. Kabil lives for good vibes, great energy, and making every moment count.

SEGMENTS

6AM-10AM KALAKKAL KAALAI WITH UTHAYA & VIKADAKAVI

You Asked! We Listened! Everything is new on the Kalakkal Kaalai plate! Kick Starts your weekday mornings with our sassy pair, Uthaya and Vikadakavi from 6 am to 10 am. And don't miss out the current affairs, trending stories and crazy jokes they will be serving you at this breakfast hour!

10AM-1PM VANAKKAM RAAGA WITH VIKI

Get electrified with the ever-energetic Viki 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.

1PM-4PM INNIKE ENNA KATHE WITH KOGULAN

Listen and share interesting life stories with special situational songs for it!

4PM-8PM HYPER MAALAI WITH AHILA & SURESH

Turn up your radio and stay pumped up with Ahila & Suresh on Hypermaalai from 4 pm till 8 pm. Everything is under one roof: entertainment, gossip and the best hits! Rest assured, they're going to make your hypermaalai – real HYPER!

8PM-12AM VAANGE PALAGALAM WITH KABIL

Meet your wacky & funky host from 8 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!