

# sinar™ Muzik Retro Terbaik

sinar.my f i y t S INAR



# sinar™

**SINAR** a strong No. 2 Malay radio brand in Malaysia, on a weekly basis SINAR reaches 4.4M fans on radio. The brand plays great variety of the best retro hits, 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

Muzik Retro Terbaik

### Target Audience

20 – 39 year olds (Malay)

### Language

Malay

## FREQUENCY

96.7FM	Klang Valley	97.1FM	Alor Setar	96.9FM	Seremban	106.9FM	Sandakan
97.1FM	Penang	96.4FM	Taiping	96.0FM	Melaka	96.6FM	Miri
87.8FM	Johor Bahru	96.9FM	Ipoh	97.2FM	Kuantan	102.1FM	Kuching
93.8FM	Kota Bharu	97.5FM	K.Terengganu	100.9FM	Langkawi	104.9FM	Kota Kinabalu

A promotional graphic featuring three individuals: Roy Azman, Shiera, and Hefny. Roy Azman is in the background wearing a brown hat and a light-colored cardigan. Shiera is to his right, wearing a grey hijab and a light-colored outfit, with her hands raised in a clapping gesture. Hefny is in the foreground, wearing a white shirt, a dark bow tie, and suspenders, smiling broadly. The background is white with large, abstract shapes in pink and purple. Three purple circles are scattered on the right side of the image.

## ROY AZMAN,

Is one of the most popular actor in Malaysia whose real name is Zairosminan bin Abdul Rahman. If before this you only watched him act, now you can listen to Roy Azman's lively banter on SINAR together with Sharifah Shahirah & Hefny on Gen SINAR Pagi everyday from 6 am – 10 am

## SHIERA,

Started her career as an actress and found herself accidentally becoming a radio announcer because of how she is as a person. Apart from her busy schedule she is also very active on social media sharing one of many funny moments as a mom with her followers. Her fun and spontaneous personality has also made her a well-loved comedian in the local entertainment scene.

## 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.



## 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.

## SARAH,

Or her real name Sarah Kamilla binti Mohd. Ghazali, is a radio announcer in Malaysia. At SINAR, Sarah is known as the youngest sibling who is not only cheerful but also talented in cooking a variety of delicious dishes.

## 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.



## RAY,

With experience in the radio industry over 20 years. His passion and creative ideas kept him relevant in the entertainment field and he won't stop anytime soon. Beyond just being in the studio with the SINAR family, he likes going out fishing and play games during his free time.

## 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 Kubur Berasap 2', 'Legenda Budak Hostel' and 'Keranda Tok Wan Terbang?'. Rahim also hosted Sepahtu Reunion and Meja Bulat Sepahtu.

## 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 & light-hearted personality captivates fans. He loves football and his active lifestyle makes him a role model among youths.

# SEGMENTS

## 6AM-10AM GEN SINAR PAGI

**WITH ROY AZMAN, SHARIFAH SHAHIRAH  
& HEFNY**

Not awake yet? Brain still loading? Gen SINAR Pagi is your fix! No need to be too serious this early. It's just three people chatting like they're at a kopitiam, but on the radio.

## 10AM-1PM 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.

## 1PM-4PM RSVP SINAR

**WITH SARAH KAMILLA**

If you love cooking, don't forget to listen to SINAR Foodie for one hour starting from 3 PM to 4 PM. Sarah will share various tips and interesting dining locations for you to try. You can also share tips and locations for other SINAR listeners to try!

## 4PM-8PM BRADER-BRADER SINAR

**WITH RAHIM, RAY & FALYQ**

The afternoon comes alive when Brader Brader goes ON AIR. Not just casual chatter — it's real talk packed with current issues, entertainment, brotherhood, and close interaction with listeners.

## 8PM-12AM REHAT DAN RELAX SINAR

**WITH PUTRA**

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