



RAAGA is Malaysia's No. 1 Tamil radio brand, with a current weekly reach of 1.2M on radio and 1.8M weekly on social media. 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)

Audience:

18 – 34 year olds (Tamil speaking Indians)

Language:

Tamil

Social Media Touchpoints:

raaga.my

RAAGA

youtube.raaga.my

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

LISTENERSHIP (CUME)

DIGITAL STATISTICS

1.2 Million
Listeners Per Week Aged 10+

581,000
Listeners Per Week Aged 10+
During Breakfast | 6am to 10am

650,000
Listeners Per Week Aged 10+
During Drive Time | 4pm to 8pm

100,475
Monthly Unique Website Visitor (Aug - Oct)

362,968
Monthly Digital Streams (Aug - Oct)

1,805,648
Weekly Social Media Reach

1,761,901
Monthly Video Views (Aug - Oct)

653,556
Total Fans

RAAGA enjoys **45.00%** average engagement rate (monthly).
The current industry benchmark for Facebook engagement rate is 5%

51,300
Followers
The number of people who have followed RAAGA's tweets

210,000
Followers
The number of people who have followed RAAGA's Instagram posts.

62,054
Subscribers
The number of people who have subscribed to RAAGA's video channel

Source – GfK Radio Audience Measurement (RAM), Wave 2 2018 for All People 10+ Peninsula Malaysia

Data source: GfK Radio Audience Measurement (RAM), Wave 2 2018 | Google Analytics, Aug - Oct 2018 (Monthly Average) | Facebook Insights, Instagram, Twitter & Radioactive (Oct 2018) | CrowdTangle & YouTube, Aug - Oct 2018 (Monthly Average)



SURESH

SURESH effortless smile can be heard over the radio as the host of Hello Nanba and Innike Enna Kathai. Winner of THR Raaga's announcer search in 2009 and the "Best Announcer Award" in 2013 and Malaysia Tamila Kalagam 2016. Experienced in TV hosting and emceeing at wedding, 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.



UTHAYA

UTHAYA is a karate champion and Instructor who got lost in a radio station and thankfully has never tried to karate his way out. Uthaya keeps listeners laughing as the host of Kalakkal Kaalai with Anantha. With a varied list of interests that include acting, singing, books, movies and paranormal phenomena, Uthaya is also a Health Ambassador for Malaysia and an IT wizard, with Microsoft appointing 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.



AHILA

AHILA was discovered in THR Raaga's Talent Search in 2009 and has been part of Raaga's family since then. A Master graduate, she 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.



REVATHY

REVATHY has won Best Female Radio host and Best Actress in the entertainment Indian scene. She aspires to do 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

KOGULAN ELANGO, RAAGAvin latest Star Champion is a Kluang born lad and a Bachelor of Graphics Multimedia (Hons). 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:

6.00 am – 10.00 am

Kalakkal Kaalai with Suresh & Ahila

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!

10.00 am – 1.00 pm

Vanakkam with Revathy

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.

1.00 pm – 3.00 pm

Innake Enna Kathe with Revathy

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

3.00 pm – 7.00 pm

Hyper Maalai with Uthaya

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! Say goodbye to your traffic stress with our live traffic reports! Rest assured, Uthaya is going to make your hypermaalai – real HYPER!

7.00 pm – 12.00 am

Vaange Palagalam with Kogulan

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!

12.00 am – 6.00 am

Chillax

Playing nonstop best hits of 80s, 90s and current