

# Colour my Music



*There's not much to see on this program,  
but what you hear makes up for it*

*/ RJ Sriram, Radio Indigo*

By Shubangi Sunder

Steven Tyler once said that when he let the kid out, it stayed out. That was why he was in Rock and Roll. A thought very easily traceable to the madness and wonder found within the many walls of Radio Indigo. One of the hottest frequencies in Bengaluru, 91.9FM has managed to conquer using a niche. With chart toppers and indie alike, this station

speaks volumes on the value of entertainment and the importance of providing for your listeners, "along with gratifying our listeners with only the best indulgence we can offer ... for us at Radio Indigo, our listeners are our priority", adds Sachin Moogi, the Indigo Program Director.

Found exclusively in Goa and

Bangalore, this international hit music station offers western music lovers a non-stop feast. A shot of R&B, a scoop of house or a sizzling platter of Pop, this station will satisfy any craving with the balance of a true Libran. 24 hours a day, 7 days a week, this station has character in and out. From groovy spirits, "Music is the electrical soil in which the spirit lives,

thinks and invents and Radio is the only invisible art form"- iRJ Melodee Austin to the odd body, "I'm convinced I could do a much better morning show if only mornings were later in the day"- iRJ Sriram (quoted above) and to the utterly scrambled egg, "People always say, Ram and you sound so cute on air. In reality, the two of us could strangle each other with our head phone cords. Because that's how much we don't like each other", iRJ Michelle; this station has a variety that will slap you in the face, making you pull your earplugs out, stare inquisitively at them and stuff them hurriedly back into your ear. And not to worry, you are not the only one. Taking a bird's eye sweep of every form of public transport around and you would be hard-pressed to find a single person without that think black (or white) chord spilling out of their ear.

Noticeable character aside, the station offers a variety of shows, each distinct in type but all asked to come together (true to The Beatles) right now for 'Entertainment'. For a toasty morning, join Ram and Michelle as their love-hate relationship takes on a new high ("On Air with Sriram n Michelle - People's show that's guaranteed to entertain 60% of the time... all the time!"- iRJ Sriram) or to recoup from that long day, join Melodee on a Drive through pop-culture. The music, predominantly chart-toppers, has caused popularity to sky rocket, what with the country going gaga over Gaga and needing to 'get on the floor'. Week-end specials on Rock and weekly tribute's to artists galore, the entire city is seen hopping, all having checked the 'Favorite' Box with at least one show from Indigo.

Tying into this and making it all that much more in demand are the unbelievable and innovative prizes

available to their listeners. From the regular movie premier tickets to gift vouchers worth a kidney, Indigo has upped a notch to provide weekend barbecues and workplace ice-cream supplies, up for grabs by just logging on (<http://www.radioindigo.fm/index.html>). Also adding to the gusto and one of the more eclectic aspects of this station are the constant interactions with their audience. Be it a GK question to test you or a battle between the sexes, this station can bring a smile through just some of the crack-a-lacking conversations on air. They have mastered that smooth



ability to grab the attention of a broad group of listeners by constantly trying new ways to engage and entertain.

Be it *Two for Tuesdays* or *Get Over It*, we all have a segment or a show that we enjoy and we all secretly wish we could be on air all the time, expressing an opinion. That is the quality 91.9FM has managed to create. Think Pirate Radio. Now remove the pirate and the profanity. There you have it. Radio Indigo. It is relatable and approachable. It is interesting. Something Radio has not been in a long time.

