



Club FM 104.8 of Mathrubhumi Group goes on air in Allapuzha, Kerala

- ***Kunchacko Boban brand ambassador***

Kochi, 26th March, 2019: *Club FM*, the radio division of the *Mathrubhumi* Group launched its seventh radio station in Allapuzha (alleppey), Kerala. The radio station was launched on the birthday of popular Malayalam poet and lyric writer Vayalar Ramavarma.

The station will be aired on the frequency 104.8 FM and will offer authentic information for day to day life and round-the-clock entertainment and music programmes to the Malayalee diaspora.

Popular cine actor Kunchacko Boban is the brand ambassador and face of the newly launched station.

The launch function was attended by Kunchacko Boban as Chief Guest, along with M P Veerendra Kumar (Managing Director), P V Chandran (Managing Editor), M V Sreeyams Kumar (Jt Managing Director), R Jaideep (DGM - Club FM), and Bharathi Amma (wife of Vayalar Ramavarma), along with other company officials.

Club FM 104.8 sports the tagline *Ton Kannakkinu* fun meaning 'tonnes of fun'.

Speaking during the launch Shreyams Kumar said" *Club FM is a sunshine brand, cherished for its zest, positivity and humour, and Club FM 104.8 will also share the same qualities. We have put in exhaustive research in identifying the station's positioning and developed a programming mix that will deliver an enjoyable experience for our listeners. We look forward to delight listeners with innovative content and presenters will be industry first on radio*".

Club FM 94.3

Club FM 94.3 is a private FM station operated by ***Mathrubhumi***, one the most respected media houses in India. It was launched in December 2007 from Thrissur and Kannur, followed by Thiruvananthapuram in January 2008 and Kochi (May 2008), Kozhikode (2018), UAE (2016). The most popular FM brand in Kerala is a zany universe of incandescent energy, happiness unplugged, and a zone for letting your hair down. An environment of rhythm and beat, pounding with zesty music 'n' entertainment, peppered with civic & womens' issues, tips on fitness, fashion, beauty, food, movies, game shows and lots more. The station has bagged several awards for quality programmes. More info at: www.clubfm.in

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