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Established only weeks ago, Radio Olive & Radio Suno have started winning hearts.

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## New melody in Qatar's airwaves

Irfan Bukhari  
The Peninsula

**W**ithin six weeks of their launch, Radio Olive and Radio Suno, have gained ground in terms of popularity and acceptance in Qatar and have successfully provided expatriate communities with an invaluable source of entertainment and information.

Being operated under the umbrella of OliveSunO Radio Network, twin FM radio channels represent first effort from the private sector to broaden the horizon of media landscape in Qatar and that too with a constructive purpose. Radio Suno 91.7 FM is a Malayalam radio channel while Radio Olive 106.3 FM is in Hindi (Urdu) language.

Every success has its own story

and the tale behind success—in-no-time of both FM radio channels revolves around its team's enthusiasm, commitment, professionalism and experience. From engaging content creation to the selection of well-trained RJs; every operation is meticulously designed and executed.

"We were working on the project for the last four years as we wanted to fill the vacuum; the vacuum which was due to lack of any private FM radio channel that was pushing people to rely on FM radios of other neighbouring countries," said Krish Managing Director of Radio Suno.

He was talking to *The Peninsula* in state-of-the-art, stylish facility of OliveSunO Radio Network which houses both FM radio stations: Radio Suno and Radio Olive. "Combined, our two FM channels are serving an overwhelming majority of expatriates living in

Qatar; from India, Pakistan, Nepal, Sri Lanka and other Southeast Asian countries," he added. He said OliveSunO Radio Network was covering around 68 percent of Qatar's population.

Krish thinks that these newly launched FM radio channels are a gift from Qatar's leadership to the residents of Qatar. "Now it is our turn to repay and promote the country through these platforms."

He said that both radio channels were doing tremendous job in creating awareness on an array of subjects among expatriate communities as well as were providing them with quality entertainment and information. "Due to dominance of entertainment and information in our content, we keep our channels in infotainment channels category."

Krish said that Qatar was a happening place. "Too many cultural, social, sporting activities are

happening here every moment therefore, we have a lot to share with our audience."

He said that Radio Olive and Radio Suno were promoting "brand Qatar" in Qatar and respective countries of expats. "Now "Qatar" is a global brand particularly after the announcement of 2022 FIFA World Cup hosting. We have to further build this brand in our countries and in the whole world."

Krish said that they were accomplishing the task not only through FM radio channels but also using multi-dimensional outreach model. "Radio is not alone. We have online platforms; we are having on ground activities etc."

Both FM radio channels have mobile apps as well as online streaming which definitely increase Network's outreach and impact. "Online streaming of radio channel is first time in Qatar rather in the whole GCC, Krish said.

