



MEDIA STATEMENT

LOTUS FM LINE-UP CHANGES

Durban – Tuesday 26 March 2019 - Lotus FM in its stride to cater to its listener's high quality lifestyle and their evolving needs is embarking on refreshing its weekday and weekend line up from 1 April 2019.

The new Lotus FM line-up is being introduced on the back of a listenership increase, amid challenging times for the radio industry in South Africa.

The new line-up is a blend of trusted, seasoned radio presenters and a shift in time slots.

O'Neil Nair and his team will continue to serve up the fast paced breakfast show, '**The Morning Rush**'. This show will move to 06h00 – 09h00 from 1 June 2019.

Zakia Ahmed will present the mid-morning show '**Life n Style**' from 09h00 to 12h00 and Theatre, Arts and fashion maestro **Varshan Sookhun** will deliver the midday show '**The Lunch Break**' between 12h00 and 15h00. Another change to look forward to is the dynamic duo **Maya Jagjivan** and **Lloyd Paul** who will drive you home on an all new afternoon drive show '**The Official Drive**' between 15h00 and 18h00.

Krsna Priya Dasa will move to a weekend slot while an all new sport orientated show will kick off in the afternoons between 15h00 and 18h00 called '**Beyond the Game**' with the talented **Byron David**.

A key component in the programming of Lotus FM is the preservation of the five languages, Tamil; Telegu; Gujirati; Urdu and Hindi, the languages which the station caters for.

Lotus FM acting Station Manager, Mr. Dhanraj Ajodapersad said that "line-up and time changes had to be effected in order to ensure the right presenters were allocated to the correct slots that will not only bring out their full potential but also give Lotus FM the competitive advantage that will help bring the brand back to where it rightly belongs. We are committed to ensuring Lotus FM enjoys positive growth."

With these changes, Lotus FM is perfectly poised to further increase its listenership and promises more entertainment value, education and information sharing. The station through its line-up intends reaching out to a new younger market while retaining its treasured existing audience.

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