

West Coast Newsline

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Radio Zindagi 1550 AM Formal Launch on 11/11/11

MILPITAS

KCDG 1550AM, the South Asian Radio Channel Radio Zindagi had its Formal dinner launch party at the India Community Centre on 11/11/11 with over 250 guests attending the event including Milpitas Mayor Jose Esteves, Fremont Vice Mayor Anu Natrajan, San Jose Council Member Ash Kalra and other dignitaries.

The event started with Rohit Saini and Sheetal Ohri emceeing the event and calling out to RJs who introduced themselves and their shows in a Bollywood style. RJs were Priya Gandhi, Gaurav Kumar, Uday Devasper, Shalini Ramachandran, Sehba Shah, Krish and Lucky, Jagruti Shah, Sanjay Mitra, Naz Khan, Paul and few others.

Ajay Jain Bhutoria, Neeraj Dhar and Praveen Suggala accepted Proclamations and Recognition Letters from the Offices of Local Mayors, Council members and also the Senate for Radio Zindagi. Ra-

dio Zindagi started broadcasting on 1st September 2011 and is widely listened to in the Bay area. Airing 24 hours 7 days a week, Radio Zindagi has over 25 different programs including shows in languages like Gujarati, Tamil, Punjabi.

There was live Band entertainment for the evening. Jayesh Mehta's company Aum Events was flown in from New York to perform at the event. The company's musical band was called "Malhar" and they provided entertainment for the evening. Aum events organize programs like Mommy and Me Beauty Pageants, Diwali Mela in New Jersey, Naach Revolution and various other Musical programs.

The highlight of the event was live Skype conversation with the India Rj's Sid and Abhisheikh, Ayesha and Shelly. They were in Radio Zindagi's studios in India. Towards the end Neeraj Dhar and Praveen Suggala thanked the guests and Dignatories for their support to the Radio Station.

