



Sound Asia FM Station Profile

Sound Asia is a community Asian station with deep roots in the Indian Sub continent, this is in line with its strategy to broadcast 'home away from Home' over the nine years of broadcast and the many changes in the Asian culture in Kenya. Sound Asia broadcasts on 88.0 FM in Nairobi and on 89.9 FM in Mombasa. We ensure that the listeners get to listen to Sound Asia everywhere all the time, as the exclusive Indian station with the widest reach and therefore 85% of the listeners in the country.

Sound Asia airs latest music from Bollywood and as well caters for music loved by the older generation who prefer Golden oldies. OUR REACH Our programming and Music rotation is created to cater for a mix of Hindi, Gujrati, Bhangra and English Music listeners. Our reach being in the two most populated towns in Kenya we target the trendsetters of the community and the other towns always follow their lead in many aspects of their lives. The station is 78% driven by requests from the listeners and this is how we are able to get real feedback from the listeners on preferences in music, during Festivities the requests increase as families in the country wish each other well.

Events & Programs: Sound Asia has hosted several International artistes by launching music shows as well as run local road shows at well established up-market venues both in Nairobi and Mombasa successfully by incorporating Big brand names in the market as sponsors and co-sponsors for such events. Every weekend Sound Asia has an activity in Nairobi or Mombasa and this is in an effort to keep our listeners close. Over the years Sound Asia has been involved in all community activities socially, religiously, culturally and also in Business. Presenters: Sound Asia boasts of its well skilled team of presenters who entice listeners and keep them glued to the programs being aired.

The team consists of fluent Hindi, Gujrati, Punjabi and English speakers. Listeners The Sound Asia listener entails students in college or campus, from the Small/medium sized business executive/owner to the top most Business Gurus in the Kenyan market and for those who have active social calendar. Different programs cater for different ages especially the above 40 years are very specific to their music which we cater for on weekends. We hope this gives you a clearer picture of Sound Asia Fm as we deliver the Asian Market on a NATIONAL PLATE for your clients and brands.