

ARN



**DUBAI'S
OWN**

INTRODUCTION

HIT 96.7 is the UAE's leading Malayalam radio station and the only 24-hour Malayalam FM station in Dubai. Catering to the country's largest expatriate group- the Keralite community, it delivers a dynamic mix of the latest Malayalam hits, timeless classics, and hourly Tamil tracks.

More than just entertainment, HIT 96.7 serves as a vital cultural bridge. It keeps an ambitious, highly engaged audience of professionals and families deeply connected to their language, traditions, and news from home. For millions of Malayalees across the Emirates, HIT 96.7 is a trusted daily companion, a thriving community, and an essential piece of everyday life.



SHOWS



The Big Breakfast Club Weekdays, 6am - 11am

Powered by the dynamic trio of Nyla, Jean, and Arfaz, this award-winning morning show has been a staple of UAE airwaves for 19 years, earning a fiercely loyal following across the country. Each host brings a distinct personality to a high-energy mix of laughter, entertainment, and essential daily updates, making it the ultimate soundtrack for the morning commute. Listeners can kickstart their brains with the popular Coffee & Crosswords segment, enjoy the team's legendary prank calls, and stay informed with insightful commentary alongside timely bulletins from the HIT 96.7 news team.



Life with Hit Weekdays 11am - 3pm

Hosted by Maya, this vibrant midday show is the perfect companion to transition listeners through their workday with a refreshing blend of entertainment, pop culture, and major hits. The show keeps the energy high with lifestyle content ranging from beauty tips and recipes to trending global stories and interactive music trivia. A major highlight is the daily Spotlight with Fazlu segment at 1:00 PM, where Maya and Fazlu dive deep into current affairs and breaking news, keeping the community connected to the world around them.

SHOWS



Radioactive Weekdays, 3pm - 8pm

Nimmy and Mithun supercharge the evening drive home with double the energy, infectious positivity, and twice the fun. Built on a playful, highly relatable "battle of perspectives" between Nimmy's soulful charm and Mithun's quick-witted optimism, the show resonates deeply with Malayalees winding down after a busy day. The packed evening lineup features honest food reviews, engaging life discussions, exclusive celebrity interviews, and direct listener call-ins, all tied together by the biggest hits.



Hit on Request Weekdays, 8pm - 11pm

As the UAE's biggest and most interactive nightly broadcast, this show puts the audience firmly in control by serving up their favorite song requests alongside the best music from around the world. Host Dona Sebastian brings her signature 90's kid energy, sharp wit, and vibrant personality to the evening airwaves, effortlessly driving the conversation. From the latest social media buzz and lifestyle trends to exclusive interviews with local and international celebrities, it is a dynamic, music-first experience that captures the pulse of the city.

The UAE's #1 Malayalam radio station

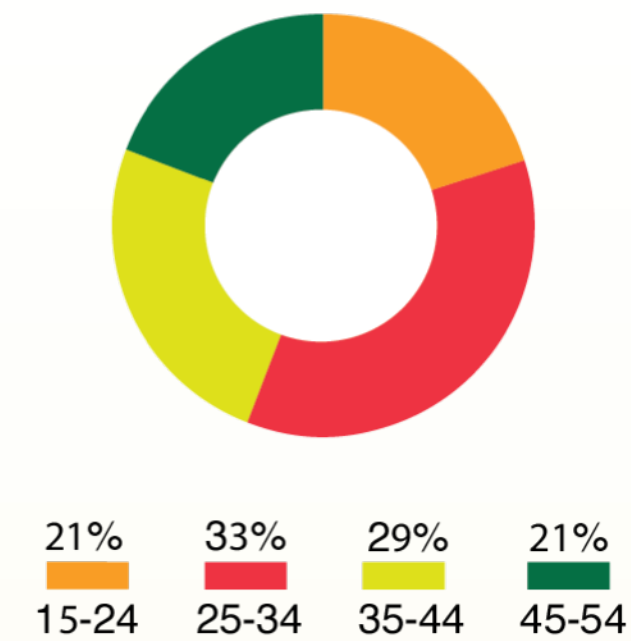
*Daily Reach
837,688

*Time spent listening
69 Min Daily

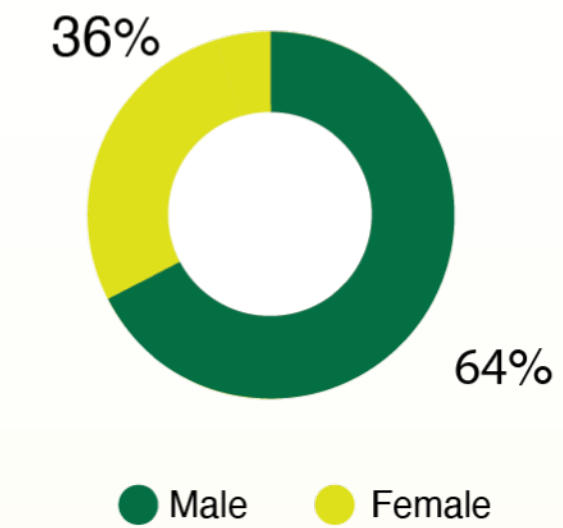
Targeting
20-55 year olds

INSIGHTS - RADIO

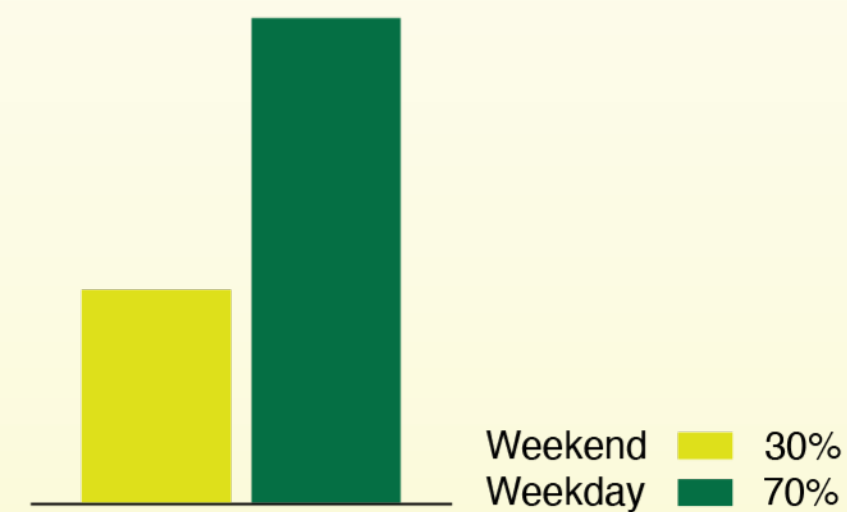
*AGE



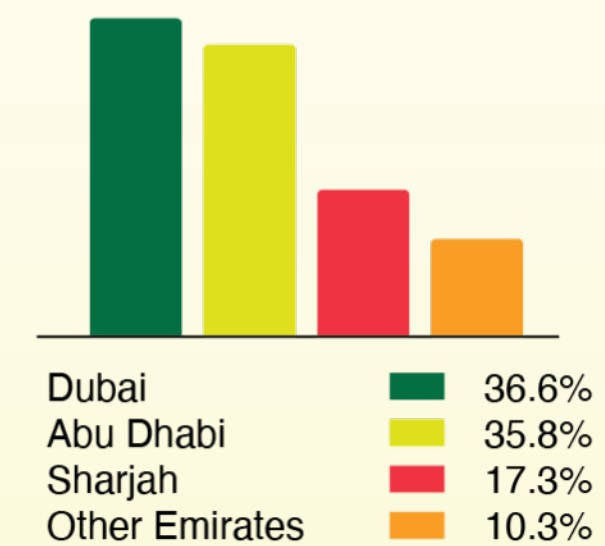
*GENDER



*DAY OF WEEK LISTENERSHIP



*REGIONS



INSIGHTS - SOCIAL MEDIA

MONTHLY AVG INSTA IMPRESSIONS - 16.5M

Case Study No.1



108,736
Post Reach

139,400
Post Impressions

6,322
Post Engagement

Campaign/Client
A&A Associates

Case Study No.2



107,024
Post Reach

140,492
Post Impressions

1,409
Post Engagement

Campaign
ARN Creator

Case Study No.3



203,487
Post Reach

266,830
Post Impressions

4,778
Post Engagement

Campaign/Client
Yas Island / Big Day Out

SOCIAL MEDIA FOLLOWERS - 1,501,301

 www.hit967.ae  [@hit967fm](https://www.instagram.com/hit967fm)

