

SARASIJA INC

## America's First 24x7 live Telugu Radio channel

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[radiosurabhi.com](http://radiosurabhi.com) Lewisville, TX [in](#) [▶](#) [f](#) [@](#)

## Highlights

- 1 We are the first ever 24x7 Telugu Radio Station in America, providing 14 hours of live entertainment
- 2 From 20K listeners a week - 20K a day , from 4 member team - 40, we came a long way in just 2 years.

- 3 When opportunity knocks open the door is what I believe. Opportunity came and we opened doors.
- 4 Telugu community in USA is one of the strongest community making an impact in all fields in US.
- 5 There is no one Media to act as a bridge to share the info/news amongst people

## Featured Investor



**Sasi Kanth Vallem**  
Syndicate Lead

Follow

Invested \$5,000

"I have personally enjoyed power of Radio Surabhi branding on my farming business in USA. I am personally convinced about the possibilities of National level radio enterprise for business and the revenues it can generate. I see that the team that's Operating the company is strong willed and efficient to grow the company to great levels. Looking forward to be part of the Radio Surabhi journey that's targeting to bring people and businesses together with entertainment angle."

## Our Team



**Rajeswari Udayagiri** CEO

Former vice president of Citi bank DB marketing, bringing Telugu media to the US.



**Sasi Kanth Vallem** Advisor

25 Years of IT expertise. Expertise establishing greenhouse farming across India and USA. Expertise in precision farming and large enterprise management

www.radiosurabhi.com



Media Kit



## Hello from the **FOUNDER**

My journey in the media and entertainment industry began as a television anchor and artist, where I gained recognition and prominence. Despite a successful career in IT, my passion for media never waned. This passion led me to establish Sarasija Theatres, the first Telugu theatre company in the United States.

After 22 years in the corporate world, I took the plunge into media and entertainment, founding Radio Surabhi, the first 24-hour Telugu radio station in the U.S. Launched in 2023, Radio Surabhi offers a rich blend of Telugu melodies, current events, discussions, and entertainment, captivating the Telugu-speaking audience nationwide.

With exceptional programming, charismatic presenters, and a deep reverence for Telugu culture, Radio Surabhi has become a beacon of light for Telugu listeners across the nation. My journey is a testament to passion, dedication, and the relentless pursuit of dreams, with Radio Surabhi standing as a shining symbol of this adventure.



## About Radio Surabhi

In the heart of Dallas, a unique echo resonates, one that heralds the dawn of America's first 24/7 Telugu radio channel, where quirky openings, reminiscent of beloved Telugu movie dialogues, dance through the airwaves. Welcome to Radio Surabhi, where the frequency 104.9 HD4 is not just a number but a portal to a world where over 100k listeners find solace and connection. From decoding generational trends for everyone to offering daily doses of mental and physical wellness with conscious living, from delivering a concise news bulletin spanning the US and India to becoming a trusted companion during evening commutes, Radio Surabhi caters to all, ensuring the Telugu diaspora remains rooted in their cultural heritage.



# What we Do

[www.radiosurabhi.com](http://www.radiosurabhi.com)

Building bridges of joy, knowledge and shared experiences for Telugites across Texas and beyond, through engaging entertainment, informative infotainment and vibrant community events.



[www.radiosurabhi.com](http://www.radiosurabhi.com)

Behold the enchantment we spun in two years ...



Over **100k** Weekly listeners

**1M** Overall listeners reached

Around **300k** Social Media Reach



Our Annual event Radio Surabhi Jaathara season 1 & 3 with over 4000+ people celebrating cultural spirit



**Dallas Telugu Population**

[www.radiosurabhi.com](http://www.radiosurabhi.com)

Over **250k Telugu** residents in Dallas

# అమెరికా లో తెలుగు నేస్తం

Based on latest estimates, it is believed that there are around **250k people residing in the Dallas Metropolitan area**. this makes Dallas one of the largest hubs for the Telugu diaspora in the united states

**Tapestry of Dallas' Rich Telugu community is woven from several threads.**

- Economic opportunities
- Establishes Telugu Community
- Family Reunification
- Educational Institution



**Demographics**  
Indian's population growth



## Our Social Media

With an active user base on **Instagram, Facebook, Whatsapp and Youtube**, Radio Surabhi reaches it's listeners in more than one way!



**Reach**  
Last 90 Days (Apr 20 - Jul 18)  
**329,600** Accounts reached  
4.7% from ads  
+22.3% Followers  
+48.7% Non-followers

**By content type**  
Reels: 279k  
Posts: 32.2k  
Stories: 16.9k  
Live Videos: 401  
Videos: 1

**By top content**  
104,925 (Jun 7)  
56,649 (May 2)  
51,081 (Apr 28)  
44,081 (May 4)

**Profile activity** vs Jan 21 - Apr 19  
19,316 (+9.6%)  
Profile visits: 18,864 (+11.3%)

## Surabhi Spotlight

In house Magazine

As a melting pot of cultures, experiences, and aspirations, the Telugu community in America brings a rich tapestry of traditions, values, and stories to this diverse land.

Our magazine aims to celebrate and empower the Telugu diaspora by providing a platform to showcase their achievements, share their experiences, and connect with their roots. Whether you're a first-generation immigrant navigating the complexities of assimilation or a second-generation individual exploring your cultural identity, "SURABHI SPOTLIGHT" is here to inspire, inform, and unite our community.



www.radiosurabhi.com



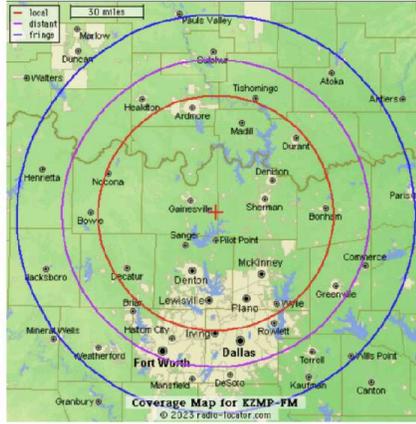
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# WHY RADIO SURABHI?

Your voice of telugu in North America

As North America's sole Telugu 24x7 FM Radio Station, Radio Surabhi resonates with the Telugu community across the region, particularly in the Dallas-Fort Worth Metroplex where 95% of its RJ's reside. Experience the unparalleled media reach and cultural connection that Radio Surabhi offers.

## Coverage Map KZMP 104.9FM HD4



## TOLLYWOOD CELEBS WITH RADIO SURABHI...

www.radiosurabhi.com



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Stay Connected

# Stay Connected

## Social Media

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## Download our app

