Karisma Kapoor has always captured people's imagination not only with her awe-inspiring performances in critically acclaimed films, but has also made an impression with her keen sense of fashion and style! Her beauty, grace and elegant dress sense have had some of the best designers vying to have her as their show-stopper. After a successful stint with films and television Karisma now turns her attention to radio where she will be taking on the mantle of an RJ with the country's largest FM network, 92.7 BIG FM.

On December 24, 2012 Karisma will debut as an RJ for a women-centric radio show called BIG Memsaab. Through a specially conceptualized segment 'BIG on Style', Karisma will play the role of a beauty and style guru who will share her expertise on fashion and trends through interesting tips exclusively for the listeners of 92.7 BIG FM. The segment will air on BIG Memsaab every day between 11am and 12noon across 31 stations of the radio network.

To ensure maximized reach, the show will be promoted through a multi-media marketing campaign across radio, television, outdoor, on ground and social media. Contests will also be hosted on air, wherein lucky listeners from across the 31 cities stand to win a personalized grooming consultation with Karisma.

Speaking about her association, Karisma Kapoor said, "Having worked in movies and television, I was extremely keen to try a new medium –so I decided to do radio. The Indian media scenario is constantly evolving and radio is the perfect medium for me to be closer to my fans than ever before. I am very excited about my radio debut on 92.7 BIG FM's afternoon show, BIG Memsaab. I am confident that my fans will enjoy the show thoroughly and will continue to support me as I undertake this new journey."

Commenting on the occasion, Manav Dhanda, Network Programming Head, 92.7 BIG FM, said, “Never before has a Radio brand in India promised its listeners entertainment, engagement & enrichment with an A-list Bollywood celebrity as a daily feature all year round! With this show, Ms. Kapoor makes a daily appointment with radio listeners, which is a pioneering move. The features of the show will be the first across media, which is very exciting. The format of the show, the pegs that we will touch upon and the innovations planned are what makes the show unique and appealed to her. Radio is a live medium and highly engaging allowing for direct interaction with crores of Indians and fans across the country for a celebrity.”