

## **A Decade Long Celebration of India's Biggest Singing Talent Hunt Culminates with the Grand Finale of Radio City Super Singer in 39 cities**

- *Surges to an overwhelming participation across 39 cities, reaching out to 6.7 crore listeners in the country*
- *At a scintillating grand finale, renowned singer Jasbir Jassi crowns Delhi's Super Singer 2018*

**New Delhi, 30<sup>th</sup> September 2018:** India's biggest singing talent hunt, **Ralco Tyres presents Radio City Super Singer**, culminated the 10<sup>th</sup> Season with a grand finale in TGIP Mall, Noida. Radio City Super Singer has been one of the most celebrated singing talent hunt on Radio, which has successfully grown year after year. The decade long success of the property resonated with the audiences, and like every year has garnered a record-breaking participation in each of the 39 cities this year.

Radio City Super Singer 2018's top 5 finalists from Delhi, **Adnan Ahmed, Samriti Singh, Kshitij Bansal, Shraddha Shree, Kushagra Dudeja** enthralled the audience and upheld the repute of this timeless property with entertaining performances in the presence of the ever-dynamic Punjabi Singer, Lyricist, Performer and Actor, **Jasbir Jassi**. The ultimate singing crown was bagged by **Adnan Ahmad** along with an attractive cash prize of INR 1lac.

**Delighted by the success of the 10th season of Radio City Super Singer, Kartik Kalla, Chief Creative Officer, Radio City said** "Radio City Super Singer has become one of the most sought-after platforms that has been responsible for producing some of the brightest talents since a decade in the country, who have proved their mettle in the singing space. The property has garnered tremendous response year on year from participants, listeners and singers. We have constantly spun the innovation wheel in making the property more engaging and grander which has been a key attraction for advertisers as well. We aim to upscale the property in the years to follow with the most entertaining content and I congratulate the winner and Radio City team for keeping up the spirit and making Radio City Super Singer a milestone."

**Sharing his happiness on being associated with the 10<sup>th</sup> season of Radio City Super Singer, Jasbir Jassi said,** "India is full of young, talented and aspirational singers with mesmerizing, melodious voices. All they need is a platform to nurture and showcase their talent to the right audience. It is really great to see and be a part of Radio City Super Singer, a talent hunt which has been providing a launch pad to the budding singers of our country for the past 10 years. I congratulate Radio City for further promoting the culture of music in the country and hope we witness the discovery of more extraordinary talents in the years to follow."

Through this property, Radio City has been consistently providing a platform to many singers who have contributed significantly to the industry such as Harjot Kaur, Manya Narang and Sri Ganesh to name a few. With the top 5 contestants from each of the 39 city battling in the grand finale, this season saw some of the renowned judges, music maestros like Jasraj Joshi, Vishal Mishra, Shri Charan, Kona Venkat, Jasbir Jassi etc. to name a few.

After an intense competition, the top five participants: Adnan Ahmed, Samriti Singh, Kshitij Bansal, Shraddha Shree, Kushagra Dudeja were shortlisted by an eminent jury and later judged by Jasbir Jassi. Through the talent hunt, Radio City aims to empower aspiring singers and provide a platform for every city to laud their exceptional local talent.

True to Radio City's philosophy of 'Rag Mein Daude City', participants from the *kona-kona* of India registered through Radio City's digital platform [www.radiocity.in](http://www.radiocity.in) through IVRS, in-studio and mall auditions.

### **About Radio City:**

Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakashan Ltd. Radio City was the first FM radio broadcaster in India and brings with it over 17 years of expertise in the radio industry. Amongst the private radio stations, Radio City has consistently been the number one radio station in Bengaluru and Mumbai with 24.17% and 17.10% average listenership share respectively. (Source: TAM Data – Radio Audio Measurement, Markets: Mumbai and Bangalore TG: 12+ Day-part: Mon-Sun 12:00 AM-12:00 AM, Place: All; Period: from December 30, 2012 to January 21, 2017) and as on March 31, 2017, Radio City reached out to over 67 million listeners in 34 cities covered by AZ Research (Source: AZ Research Report).

Music Broadcast Limited currently has 39 stations, including 11 newly acquired stations in Phase III auctions. Radio City in its third phase expands to Kanpur Ajmer, Kota, Bikaner, Udaipur, Patiala, Patna, Jamshedpur, Nasik, Kolhapur and Madurai.

Radio City has spearheaded the evolution of FM radio programming by offering content that is unique and path-breaking. The network introduced humour and the concept of agony aunt on radio with Baber Sher and Love Guru respectively. It also initiated the Radio City Freedom Awards and provided a launch pad to budding singers with Radio City Super Singer, the first-of-its-kind radio talent show in India. Through its 'Rag Mein Daude City' philosophy, the network has adopted a local approach that resonates with the listeners while inculcating a sense of city pride and infusing local culture and flavour on-air. The network provides terrestrial programming along with 52 other web-stations, through its digital interface, [www.radiocity.in](http://www.radiocity.in).

Radio City has been featured consistently in 'India's Best Companies to Work For' study conducted by Great Place to Work Institute. The network has repeatedly been called out as amongst the best in the media industry. In 2018, the company was included in the list for the 7th time, according to the GPTW survey in 2018, Radio City ranks 8th amongst the 100 Best Companies to work for in the Media and Entertainment Industry as well as the best career management

For further details, log on to [www.radiocity.in](http://www.radiocity.in)

Contact details:

**Prayas Rath, Text100: +91 9861259519, [prayas.rath@text100.co.in](mailto:prayas.rath@text100.co.in)**

**Gauri Deo, Text100: +91 9930280909, [gauri.deo@text100.co.in](mailto:gauri.deo@text100.co.in)**