

*Radio City and Apple Music launch the biggest Bollywood countdown show
Titled "Apple Music Top 25", the show is set to launch across India this weekend*

Mumbai, February 27, 2018: Radio City 91.1FM, India's leading radio network, today announced a collaboration with Apple Music for the country's biggest Bollywood countdown chart show titled 'Apple Music Top 25'. The show will highlight the best music this week from Apple Music weekly charts.

RJ Divya will host the show, every Saturday from 6pm to 9pm, across 25 cities. Showcasing the week's top 25 Bollywood songs, the show will also feature exclusive segments with both popular and emerging artists from Apple Music programs such as 'Hear It Here. First.' and 'New Artist Spotlight'.

Commenting on this collaboration, Ms. Apurva Purohit, President, Jagran Group said, "We are constantly on the lookout for unique ways to engage with our audience and our collaboration with Apple Music is a perfect blend of creativity and innovation in the audio entertainment space. We will continue leading the transformation of the radio industry to be future-ready, keeping our listeners' tastes at the heart of all our initiatives."

The 'Apple Music Top 25' countdown will also be available as a playlist on the Radio City curator channel on Apple Music, enabling subscribers worldwide to listen to the playlist anytime, anywhere.

As a part of its existing association with Apple Music, Radio City also offers curated playlists that reflect six distinct themes, giving music fans an opportunity to enjoy music that resonates with their personal tastes.

About Apple Music:

Apple Music, the world's fastest-growing subscription music streaming service, offers subscribers an incredible catalog of more than 45 million songs, combined with their entire iTunes library, which they can stream or download for offline listening all completely ad-free. Subscribers can also create their own playlists or discover new ones curated by Apple Music, and share music with their friends. In addition, they also get daily recommendation based on the music they already love, can listen to radio stations from every genre, and watch exclusive music videos, documentaries and concerts from their favourite artists. Apple Music works across iPhone, iPad, HomePod, Apple Watch, Apple TV, Mac, CarPlay and PC, and is also available on Android and Sonos. www.apple.com/applemusic

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 16 years of expertise in the radio industry. Amongst 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 52.5 million listeners in 23 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 Babber 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 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 49 other web-stations, through its digital interface, 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 2017, the company was included in the list for the 6th time.