

## **Radio City's 'Cutting Paani' Campaign Created Awareness On Saving Water**

**Mumbai, 30<sup>th</sup> May, 2019:** Radio City, India's leading radio network, to beat the heat the summer in Mumbai, launched the 'Cutting Paani' initiative, with an objective, to create awareness about wastage of water and an urgent need to save it. An extension of Kar Mumbaikar, the 'Cutting Paani' campaign encouraged restaurants and corporates to serve only half a glass of water to avoid excess wastage. Spearheaded by Radio City's RJ Salil and RJ Archana, the two-week long activity was amplified across on-air, on-ground and digital platforms thereby creating mass awareness amongst citizens. Eminent personalities like Salman Khan, Arjun Kapoor, Disha Patani, Raveena Tandon, Baba Sehgal, etc. have extended their support to the campaign.

As a part of the 'Cutting Paani' campaign, Radio City played stories of Mumbaikars on air, highlighting easy hacks that help in saving water. Taking the initiative on ground, Radio City RJ's raided' local restaurants, high end hotels and corporate offices to educate people about the diminishing supply and the dire need to conserve water. Radio City collaborated with AHAR, the Indian Hotel and Restaurant Association, to distribute stickers of 'Cutting Paani' certification for restaurants and hotels across the city. To add a zing of entertainment and quirk to the initiative, a peppy song and video titled 'Cutting Paani', was created and amplified on social media to educate citizens on importance of saving water making this campaign a success.

Radio City across its social media handles, shared engaging videos of listeners and celebrities pledging their support for the campaign. With initiatives like 'Cutting Paani', Radio City continues to influence a positive change in the society by leveraging the immense power of radio.

To watch the Cutting Paani Video , Click on the link below :

<https://www.youtube.com/watch?v=Lhtf4At2WwQ>

### **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: RAM 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 69 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 Radio 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 2019, Radio City ranked 6<sup>th</sup> in 'Best Large Workplaces in Asia', according to the GPTW survey 2019. 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.