



Radio City trends this Diwali with the launch of #TRENDING CITY, a newsletter exclusively for advertisers

Mumbai, 16th October 2017: Radio City 91.1FM, India's leading radio network is all set to trend this Diwali with the launch of its first newsletter - **#TRENDING CITY**. The newsletter was showcased at the HUL Content Day 3.0, with HUL MD and CEO, Sanjiv Mehta along with Radio City's popular RJ's Salil and RJ Archana.

#TRENDINGCITY takes you through Radio City's trending moves with 11 station launches in Phase III, winning 44 awards nationally and internationally, streaming 47 web radio stations on radiocity.in and thereby influencing 5.25 crore listeners nationally. The newsletter also highlights the Power of Radio through client testimonials and Radio City's pioneering initiatives. Encompassing Radio City's key achievements, national and regional tent-pole properties and upcoming attractions, this newsletter serves as a ready reckoner for all advertisers and media agencies. The newsletter also gives you a sneak peek into our company's exciting journey of 16 years of Radio City being your city's identity and voice

Mr. Abraham Thomas – CEO Radio City says, *"The action never stops at Radio City! On the back of an action packed first half of the year, we realized that so much had happened in these last few months that it had to be documented for the benefit of our advertisers. From this an idea was born to create a newsletter that succinctly captures all the opportunities Radio City offers for the advertisers."*

Radio City participated in HUL Content Day 3.0, where the team showcased Radio City's key tent pole properties to the audience through a roadshow. Radio City RJ's interacted with the audience and played exciting games and contests. Revolving around theme of Influential Marketing, Radio City's RJ Salil interacted with Bollywood director Karan Johar where he shared his insights and key messages.

About Radio City 91.1FM:

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 15 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 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 Dade 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 flavor on-air. The network provides terrestrial programming along with 47 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.

For further details, log on to www.radiocity.in