

It's Balle Balle All The Way as Radio City Launches Its Exclusive Punjabi Web Radio Station – Radio City Punjabi on radiocity.in

~Punjabi Singer Guru Randhawa launches the 47th Web radio Station- Radio City Punjabi ~

Mumbai, 11th October, 2017: Radio City 91.1FM, India's leading radio network, today announced the expansion of its digital platform and added a Punjabi tadka to its bouquet of web-exclusive radio channels with the launch of Radio City Punjabi. The web radio station was launched by Punjabi singer Guru Randhawa along with RJ Yuvi, Rj Harshit and RJ Rohit Vir.

Radio City has been at the forefront of digital innovations in the radio space and the exclusive Punjabi web radio station- Radio City Punjabi (<http://www.radiocity.in/punjabi>) is the 47th web radio station to be launched by the network. With a blend of up-tempo, dance and pop music by popular Punjabi singers Diljit Dosanjh, Hardy Sandhu, Juggy D, Baadshah, Indeep Bakshi and many others, Radio City Punjabi promises to be the one stop entertainment hub for Punjabi music lovers worldwide.

Radio City Punjabi was launched by acclaimed singer, Guru Randhawa through a Facebook LIVE video from the Facebook studios in Mumbai. The launch also witnessed RJ Yuvi, RJ Harshit and RJ Rohit Vir interviewing the renowned singer, with the entire session being aired on Radio City in Mumbai, Delhi, Patiala and Jalandhar.

Radio City has made pioneering moves towards strengthening its digital presence. The web platform has become a popular destination with 47 web stations providing cutting edge content across different genres of music. Radio City also recently launched the Hindi version of the website radiocity.in, becoming the only radio network in India to offer an exclusive Hindi platform.

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 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 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