

## Radio City Successfully Culminates Initiatives to Save Water with ‘Bucket Sundays’ In Mumbai and ‘Ek Balti Sunday’ in Eastern Markets

**Sunday Mid-day, inext and Radio City collaborated to launch #BucketSundays and #EkBaltiSunday campaigns to address the issue of increasing water scarcity in the country**

**#EkBaltiSunday, a 4-Week long campaign by inext and Radio City created awareness in 4 states and 12 cities, saved 1,07,58,400 litres of water**

**Mumbai, 28<sup>th</sup> June, 2019:** Owing to the major water crisis plaguing the country, Radio City in association with Sunday-Mid-day initiated ‘Bucket Sundays’ campaign to address the issue of increasing scarcity of water. The campaign urged Mumbaikars to use only one bucket of water every Sunday instead of taking a shower to avoid excess wastage of running water. The campaign garnered tremendous support not only from the citizens, but also from Bollywood celebrities like Malaika Arora, Boman Irani, Esha Gupta, Amaal Malik, etc. who extended their support to the initiative on social media platforms.

Following suit, Radio City in association with inext extended the initiative to Uttar Pradesh, Eastern markets with ‘Ek Balti Sunday’ - *Iss baar kasam khao, har Sunday sirf ek Balti paani se nahao*’ campaign. Elaborately executed in three phases, the campaign started with an awareness phase wherein citizens were educated about the issue with actual facts and figures about the looming water crisis. Radio City RJs and team inext then pledged to use only one bucket of water every Sunday and encouraged the audience to take pledge too. During the final phase of the campaign, the ‘Balti anthem’ released on social media struck the right chord with the audience and garnered a staggering digital reach. Influential celebrities like Abhay Deol, Niti Mohan, Aparshakti Khurana, etc. also extended their appreciation for the initiative by pledging their support.

Speaking about the initiative, **Kartik Kalla, Chief Creative Officer, Radio City**, said, “We at Radio City have always been the forerunners in addressing issues that plague the city and its citizens. Water scarcity is one of the major issues that country is currently battling and as a mass platform, Radio City took up the mantle to bring about a change with ‘EK Balti Sunday’ and ‘Bucket Sundays’ campaigns. By extensively and aggressively promoting the campaigns on-air, on-ground, in print and on digital platforms, 1,07,58,400 liters of water was successfully saved in just 4 weeks. This incredible feat is a testimony to our belief that initiatives like these will go a long way in bringing about the change we are waiting to see in our society, and it makes us really glad to see the impact created by these campaigns.”

Bucket Sundays and Ek Balti Sunday garnered an overwhelming response across Radio City, Mid-day and inext’s social media platforms. Celebrities and citizens took up the ‘*Single Bucket Challenge*’ and posted video snippets to motivate people to work towards water conservation. A mass awareness was created on-ground by visiting corporates and societies at large to spread the initiative across cities.

In India, at least 200,000 people die every year due to lack of access to safe water and 75 percent of households do not have access to drinking water. With initiatives like these, Radio City continues to leverage the power of radio in bringing about a positive change in the society.

### **About Radio City**

Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakashan Ltd. Being the first FM radio broadcaster in India and with over 17 years of expertise in the radio industry, Radio City has consistently been the number one radio station in Bengaluru and Mumbai with 24.5% and 15.7% average listenership share respectively. (Source: RAM Data, TG: 12+ Period: Week 1, 2013 to Week 21, 2019). Radio City Delhi ranks #2 with 13.4% average listenership share (Source: RAM Data, TG: 12+ Period: Week 1, 2019 to Week 21, 2019).

Music Broadcast Limited currently has 39 stations across 12 states, comprising 62% of the country's FM population. Radio City reaches out to over 69 million listeners in 34 cities covered by AZ Research 2019 (Source: AZ Research Report). The network provides terrestrial programming along with 18 other web-stations, through its digital interface, [www.radiocity.in](http://www.radiocity.in).

Radio City has spearheaded the evolution of FM radio by offering content that is unique, path-breaking and invokes city passion amongst listeners with its brand philosophy of "Rag Rag Mein Daude City". The network introduced humour and the concept of agony aunt on radio with Babber Sher and Love Guru respectively. It also initiated Radio City Freedom Awards, a platform to recognize independent music and provided a launch pad to budding singers with Radio City Super Singer, the first singing talent hunt on radio.

Radio City bagged 73 awards across national and international platforms like Golden Mikes, India Radio Forum, New York awards, ACEF awards etc. in 2018-2019. Radio City has consistently featured for the 7th time in 'India's Best Companies to Work For' study conducted by Great Place to Work Institute. In 2019, Radio City ranked 6th in 'Best Large Workplaces in Asia', according to the GPTW survey.