



FM Bole Toh Radio City

Exclusivities galore with the Radio City Blue Carpet screening of 'Bombay Velvet'

~More than 6000 listeners across 10 cities set to attend the grand screening~

Mumbai, May 14th, 2015: Exclusive activities are synonymous with Radio City 91.1 FM! Taking the exclusivity a step ahead, the network is set to treat its listeners in a grand style with the Blue Carpet premier for the movie 'Bombay Velvet'. The Blue Carpet premier will be held in cities of Mumbai, Pune, Delhi, Ahmedabad, Surat, Baroda, Nagpur, Lucknow, Jaipur & Bangalore. The exclusive screening will be held on Saturday, 16th May, 2015.

'Bombay Velvet' starring Ranbir Kapoor, Anushka Sharma and Karan Johar is one of the most anticipated movies of 2015. To make the anticipation count, listeners can head to the Facebook page of Radio City and take part in the online contests to stand a chance to win movie tickets! The network is running various on-air contests in which listeners can simply ring up the Radio City lines across the selected cities to participate and win movie tickets! As a part of the on-ground activities, Radio City emcees will be seen in select cities as they interact with listener's on-the-go in malls and colleges with questions based on the movie. The ones who get it right will be handed over tickets to the grand screening!

The Radio City Blue Carpet activity is designed to give the listeners a chance to have a great movie viewing experience in the first weekend itself. Since 2011, Radio City has made it possible for its listeners to have this privilege. Over the years more than 50,000 listeners have been treated to the grand screenings across different markets. The activity transcends across the entire movie industry and the blue carpets are planned for Marathi as well as the Tollywood industry so no one misses out on being a part of something exclusive!

Stay tuned to Radio City 91.1 FM to win tickets. Like us on www.facebook.com/radiocityindia. Follow us on @planetradiocity & @myradiocity. Tweet using #RadioCityBlueCarpet

Aesha/Saif

aesham@myradiocity.com / saifs@myradiocity.com

+91 9819421220 / +91 9987869610