



Music Broadcast Ltd. takes a leap, gets featured in Top 10 ‘India’s Best Companies To Work’ For in 2018

Ranks 8th amongst 100 best companies, features as a Great Place to Work for the 7th time

Mumbai, 5th July, 2018: India’s first private and leading FM radio network, Radio City, which is a part of Music Broadcast Ltd, ranked 8th amongst 100 best companies in ‘India’s Best Companies to Work For – 2018’ - a study by The Economic Times and Great Place to Work® that recognizes organizations that are great employers. Music Broadcast Ltd. is awarded the best place to work at in Media and Entertainment industry and Career Management category. The study measures employee experience and evaluates the people practices of participating organizations to arrive at the final list of companies. The survey is being conducted for the 10th time in India with more than 600 participating organizations this year.

Radio City prides itself in the culture and legacy of the organization, with exceptional leaders and mentors who support employees in their personal as well as professional growth. The low attrition rate and the high level of employee satisfaction is proof of the healthy environment of the organization.

Mr. Abraham Thomas, CEO, Radio City 91.1 FM said, “It is a matter of great pride for each one of us today, as Radio City ranks 8th amongst India's 100 Best Companies to work for, just in time for our 17th Anniversary. We, at Radio City, believe that culture and people are directly proportional to profitability. So putting people at the forefront was always a priority for us. We foster a culture that instils collective trust, loyalty and respect that every employee feels towards his organisation and peers. These attributes in essence make Radio City a Great Place to Work.”

Ms. Sagorika Kantharia, HR Head – Jagran Group said, “A culture that recognizes and nurtures talent, supports individual growth and provides an environment of trust, accountability and integrity is what sets Radio City apart from other organizations. There are not many Indian companies who made it to Top 10 in the list, so we are really honored to be the 8th best company in India to work for. Besides, we believe that our vision of becoming the most influential audio network across the country can only be achieved with a collective effort of all of our employees. We strive to make sure every employee feels a sense of belonging to Radio City’s culture.”

Music Broadcast Ltd. was especially called out for its employee recognition programs like ‘Cheers to Peers’, which allows employees to know and express gratitude to their colleagues, ‘Star of the month’, that recognizes star performers on a monthly basis, City ka Sitaara and CEO Award, which are the annual awards for exceptional performers, etc. Radio City is also

appreciated for its 'Get into the Groove' practice which allows management trainees to get hands-on experience of managing a project under the guidance of a senior mentor. Radio City is known for fostering a recognition-rich culture with people at core of the organization's foundation.

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 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: 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 67 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 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.

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. 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

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