

## ***Radio City's exclusive treat for its listeners this Ganesh Chaturthi:***

- *Shankar Mahadevan Launches his new Ganpati song "TU TU Tutari"*
- *Mumbaikars get a Chance to Win a Brand New Car with Radio City's a unique initiative **Bappa Aayenge Gaadi Layenge***

Radio City 91.1FM, India's leading radio network, has added more grandeur to the mega festival of Ganesh Chaturthi. With a brand new TATA Tiago being given away to a lucky winner, the network has made the festival of prosperity and bounty even more magical for Mumbaikars. Beginning 25<sup>th</sup> August listeners will get a chance to participate on-air, on-ground and through the digital medium for Radio City's 'innovative campaign. Radio City '**Bappa Aayenge Gaadi Layenge**' campaign will culminate with a grand finale on **3<sup>rd</sup> September 2017 at Infiniti Mall, Malad**, where one lucky participant from *aamchi* Mumbai will win magnificent Tata Tiago car. On the onset of Ganpati festival, music maestro Shankar Mahadevan launches his brand new Ganpati Song – *Tu Tu Tutari exclusively on Radio City. Not just this he co-created the Rag Rag Mein Daude stationality Jingle of Radio City dedicating it to all the Ganesh Bhakts like him.*

To amplify the campaign, Radio City will engage with the listeners by adopting a comprehensive 360-degree approach. As a part of on air promotion, Radio City will run an on air contest, where RJ's will quiz the listeners with Bollywood trivia. One finalist will be selected every hour till 2<sup>nd</sup> September. On Radio City's digital arm radiocity.in, listeners can participate in exciting contests and 6 shortlisted participants will stand a chance to be amongst the top 200 finalists who will battle in the grand finale for the car. The campaign will be extended on-ground with Radio City's RJs visiting the *kona-kona* of Mumbai and playing various fun-filled games with the people to select 40 finalists. All the shortlisted finalists will be called on the day of the grand finale and will be awarded the mystery keys. However, unbeknownst to everyone, only one contestant will receive the actual key. All the finalists will be asked to try their luck and start the car using their respective keys and the lucky winner will be awarded with the luxurious car at the finale.

**Speaking about the activity, Kartik Kalla, EVP & National Head – Programming, Marketing & AudaCITY, Radio City 91.1 FM said,** "Ganesh Chaturthi is one of the most important festivals celebrated in Mumbai and Maharashtra. It denotes goodwill, harmony and prosperity, and infuses a strong sense of oneness among different people who partake in the revelries. Radio City's '**Bappa Aayenge Gaadi Layenge**' and *City Cha Bappa* is our way of celebrating this euphoric festival in Maharashtra. Through this campaign, we were able to connect with all 11 cities that we are present in Maharashtra to add a little more cheer and music to their celebrations. We are

RAG RAG MEIN  
DAUDE CITY.



certain to strengthen the connect with the listeners and add to their festivities by giving away a brand new car.

**Arjun Rampal who visited Radio City's studio to promote his film Daddy, said, "Ganesh Chaturthi is one of my favorite festivals. The colours, festivities and beautifully decorated pandals have always fascinated me. I am very happy to see Radio City take the fervour of the festival to a new level with its campaign Bappa Aayenge Gaadi Layenge. A brand new car is sure to brighten up the spirits of the participants and I wish all of them best luck."**

Radio City also extended Ganesh Chaturthi celebrations to all 11 stations in Maharashtra with 'City Cha Bappa.' In Pune the network set up on-ground studio in Dagdusheth Halwai Temple making it the first radio broadcaster to air live morning show from the temple for 10 days. Through the LIVE Radio City studio shift listeners will remain updated about the proceedings in their favourite pandals so they do not miss out on anything.

In addition to this, Radio City also acted as a *mushak*, *Ganpati Bappa's vahan in Pune, Nashik, Kolhapur, Ahmednagar and Nagpur*, who is supposed to communicate every devotee's wishes to Lord Ganesh. Listeners can share their wishes by tuning into Radio City or login at radiocity.in and the most deserving ones will be fulfilled by Radio City.

#### **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.



'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 flavor on-air. The network provides terrestrial programming along with 43 other web-stations, through its digital interface, [www.radiocity.in](http://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](http://www.radiocity.in).