



FM Bole Toh Radio City

I&B Ministry approves the Jagran-Radio City deal

Mumbai, May 29, 2015: Radio City 91.1FM is now officially a part of Jagran Prakashan Pvt. Ltd. The deal got signed off by the Ministry of Information & Broadcasting today.

Being a part of Jagran family will enable Radio City to offer a more comprehensive bouquet of services to the advertisers. Radio City will continue to operate under the management control of its current leadership.

Talking about the development, **Ms. Apurva Purohit, CEO, Radio City 91.1FM** said *“This is great news for both Jagran & Radio City and more importantly, signals a desire amongst all stakeholders to see that the FM industry flourishes and grows. I am glad that the approval is in place now.*

With this, the pioneer and leader in FM gets to be a part of one of the largest media houses in India. We now look forward to expanding aggressively in the upcoming phase 3 and cross leveraging on strengths”

Commenting further, **Mr. Shailesh Gupta, Director, JPL** said, *“Great news. The deal further consolidates JPL’s leadership position and complements our other businesses of Print, OOH, Digital and Activations. It gives us a greater leverage to provide better solutions to our advertisers. Radio City is one of the most exciting FM brands in the industry today, and together we look forward to take it to newer heights.”*

Radio City 91.1 FM, India’s first & leading FM brand has been synonymous with the category since its inception in 2001. The station has ruled the airwaves, by being No.1 in Mumbai & Bangalore for over 314+ weeks and consistent No.2 across all operating markets, reaching out to over 2.2 crore listeners across the country.

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