



## India's biggest Live Radio Concert, GIG CITY Season 2 is back for 5.25 crore

### Indians!

*~The biggest live multicity simulcast concert on radio featuring KK, Kailash Kher, Shankar Mahadevan (MCMM), Benny Dayal, and Mika starting 26<sup>th</sup> May, 2017, every Friday 6 pm onwards only on Radio City~*

**Mumbai, 25.05.2017:** Radio City 91.1FM, country's leading radio network, is back with Season 2 of Gig City –India's biggest Live Radio Concert, one of the most compelling innovations in the history of Indian radio. After a stupendous response last year, Gig City Season 2 gets bigger and better with a talented line up of artists like **KK, Kailash Kher, Shankar Mahadevan (MCMM), Benny Dayal and Mika** who are all set to get 5.25 crore Indians grooving.

Gig City follows the concept of *"Aap Jahaan, Concert Wahaan"*, where you can catch up with your favorite artist's gig at your comfort. Gig City Season 2 will be hosted by Radio's most popular RJ Salil who will engage the audience with some interesting facts about the artists and their gig. Gig City in this new season will witness an amazing line up of artists for 6 weeks giving them an experience like never before. King of romantic hits, KK kick-starts Gig City Season 2 with his mesmerizing performance on **Friday, 26<sup>th</sup> May 2017- 6 pm and Saturday 9 am.**

*Radio City's idea of a live radio concert in itself is very innovative and I am extremely excited to start this season and be a part of Gig City season 2. Reaching out to 5.25 crore listeners will be an experience to cherish. Looking forward to a great gig", said KK*

Speaking about Gig City, **Mr. Kartik Kalla, EVP and National Head, Programming , marketing and Audacity , Radio City 91.1FM** said *"After an astounding and award winning first season we are all set to shake up the music space by announcing Gig City Season 2 with a fresh a line-up of musical maestros. This year we are elated to take Gig City to all our newly launched phase 3 markets giving our listeners an experience of lifetime. Listeners consume great content, not just platforms, and with innovative properties like Gig City we give our listeners an opportunity to provide engaging content across, on-air and online medium."*

*"Radio as a medium has always excited me and being a part of live radio concert connects me with my fans across the nation. It's a thrilling experience, very challenging and at the same time exhilarating!!*

*Like the first season I am sure the second season of Gig City will be grander. Kudos Radio City” said Kailash Kher.*

Gig City Season 2 will be aired across all Hindi speaking markets covering 25 markets add this year the concert be will aired for the first time in the newly launched Phase 3 markets of Radio City. The nationwide marketing campaign will be augmented across print, radio, and digital, OOH and mall activations.

***Tune in to Radio City and keep your dancing shoes on for the biggest live concert on radio***

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### **Rag Rag Mein Daude City... FM Bole Toh 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 is the first and oldest private FM radio broadcaster in India with 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 terms of average listenership share (in percentage) in Bengaluru and Mumbai with 24.17% and 17.10% 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, 2016, Radio City reached out to over 49.60 million listeners in 23 cities covered by AZ Research (Source: AZ Research Report).. Radio City has introduced humour on radio with Babber Sher, launched agony aunt solving love problems with Love Guru, and also launched singing reality show in India with Radio City Super Singer. Radio City has initiated Radio City Freedom Awards and also operates a web radio on [planetradiocity.com](http://planetradiocity.com) which has 40 stations February 22, 2017.

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 been ranked number one in the ‘Media Industry’ and number two in ‘Best Companies for Hiring and Welcoming’ categories by Great Place to Work in 2015. Led by the philosophy of Rag Rag Mein Daude City, the brand is driven by the passion and the pride that listeners feel for and associate with their city. For further details, log on to [www.planetradiocity.com](http://www.planetradiocity.com).

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