



Radio City's 'Kar Citykar' Campaign Successfully Initiates Change across Cities in Maharashtra by Addressing Civic Issues

The campaign addressed key concerns such as the plastic menace, water conservation, and the need for cleaner environment in Maharashtra.

Mumbai, July 4th, 2019: After the overwhelming response garnered by award-winning campaign 'Kar Mumbaikar' last year, Radio City, India's leading radio network, culminated 'Kar Citykar' an initiative to address civic issues across Maharashtra. With campaigns like Plastic ka Endgame in Pune and Kolhapur, Cutting Paani in Nagpur and Clean Garden Garden Ho Gaya in Nashik, Kar Citykar campaign successfully addressed crucial issues that plague the society and encouraged the citizens to contribute in bringing about a positive change.

As part of 'Kar CityKar' campaign, Radio City addressed key concerns such as the plastic menace, water conservation, and the need for a cleaner environment. Through 'Plastic Ka Endgame' activity, Radio City RJs reached out to societies in Pune and more than 1000 Kolhapurkars in order to create awareness about the menace caused by excessive use of plastic. The RJs collected plastic waste from the households and encouraged the citizens to use cloth bags instead of plastic ones. In Nagpur, Radio City executed the 'Cutting Paani' initiative where the RJs collaborated with several restaurants, societies, and parks to raise awareness about the need to save water by urging the citizens to serve half glass of water to their guests. Radio City RJs in Nashik launched the Clean Garden Garden Ho Gaya activity to encourage locals and social groups of Nashik, like Nashik Cyclists, to join hands in cleaning the gardens and keeping the vicinity clean.

Commenting on the campaign, **Mr. Kartik Kalla, Chief Creative Officer, Radio City**, said, "Radio City has a strong presence in 11 cities across Maharashtra. After the overwhelming response and success of Kar Mumbaikar, we decided to extend the initiative further to other cities like Pune, Nagpur, Nashik and Kolhapur to address civic issues. With campaigns like these, Radio City continues to be a catalyst for change and radio serves as the best platform to do so, owing to its vast reach of audience across local markets. We are certain that efforts like these will go a long way in creating the change we wish to see in our society."

With the brand philosophy of Rag Rag Mein Daude City, Radio City believes it is the citizens' responsibility to contribute in bringing about a change in the country. By leveraging the power of radio, Radio City strives to unite with the listeners and be the driver of change.

About Radio City

Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakashan Ltd. Being the first FM radio broadcaster in India and with over 17 years of expertise in the radio industry, Radio City has consistently been the number one radio station in Bengaluru and Mumbai with 24.5% and 15.7% average listenership share respectively. (Source: RAM Data,TG: 12+ Period: Week 1, 2013 to Week 21,

2019). Radio City Delhi ranks #2 with 13.4% average listenership share (Source: RAM Data, TG: 12+ Period: Week 1, 2019 to Week 21, 2019).

Music Broadcast Limited currently has 39 stations across 12 states, comprising 62% of the country's FM population. Radio City reaches out to over 69 million listeners in 34 cities covered by AZ Research 2019 (Source: AZ Research Report). The network provides terrestrial programming along with 18 other web-stations, through its digital interface, www.radiocity.in.

Radio City has spearheaded the evolution of FM radio by offering content that is unique, path-breaking and invokes city passion amongst listeners with its brand philosophy of "Rag Rag Mein Daude City". The network introduced humour and the concept of agony aunt on radio with Babber Sher and Love Guru respectively. It also initiated Radio City Freedom Awards, a platform to recognize independent music and provided a launch pad to budding singers with Radio City Super Singer, the first singing talent hunt on radio.

Radio City bagged 73 awards across national and international platforms like Golden Mikes, India Radio Forum, New York awards, ACEF awards etc. in 2018-2019. Radio City has consistently featured for the 7th time in 'India's Best Companies to Work For' study conducted by Great Place to Work Institute. In 2019, Radio City ranked 6th in 'Best Large Workplaces in Asia', according to the GPTW survey.