



## **This election season, Radio City becomes a Driver of Change with 'MatKar'-a voting awareness campaign in Delhi**

***Radio City's RJ Aadi Manav and a host of notable names urge Delhiites to cast their vote in the upcoming elections in Delhi***

***As part of the initiative, Shri Shyam Sharan Negi, the 102-year-old first voter of independent India, made a special appearance to urge delhiites to cast their vote***

**Delhi, 9<sup>th</sup> May, 2019:** This general elections 2019, Radio City, India's leading radio network, initiated 'MatKar', a voting awareness campaign in the national capital. Led by Radio City Delhi's RJ Aadi and RJ Manav, the three-week long drive that kick-started on 22<sup>nd</sup> April 2019, urges Delhiites to cast their vote on 12<sup>th</sup> May 2019. The campaign reaches the kona kona of Delhi city with a catchy slogan, "*#MatKar - Kyunki tera matdan badlega Hindustan*". Spanning across on-air, on-ground and digital, 'MatKar' initiative has been supported by eminent personalities like Mr. Ranbir Singh, the Chief Electoral Officer, Mr. Satnam Singh, Special Chief Electoral Officer, first voter of the country Shri Shyam Sharan Negi, stand-up comedians like Gaurav Kapoor, Hasya Kavi Ashok Chakradhar, Arun Gemini amongst others.

As part of the 'MatKar' campaign, Radio City's RJ Aadi-Manav encourage Delhiites to exercise their right to vote and fulfill their responsibility. With the aim of increasing voter turnout and bringing about a positive change, the radio jockeys with Mr. Ranbir Singh, the Chief Electoral Officer and Mr. Satnam Singh, Special Chief Electoral Officer, educate Delhiites about the importance of voting. Invoking the spirit of national pride, Radio City team visited Kalpa and spoke to the 102-year old Shri Shyam Sharan Negi, the first voter of independent India, who has never missed an opportunity to cast his vote since 1951, to motivate Delhiites to follow in the footsteps of Negi.

Commenting on this campaign, **Kartik Kalla, Chief Creative Officer, Radio City**, said "*The previous general elections in Delhi witnessed a 67 percent voter turnout, suggesting we still have substantial ground to cover to take this figure close to an ideal statistic. Radio City has always believed in the power of radio and with this initiative, we believe radio will play a crucial role of being an influencer for the masses and a catalyst for change. We are confident the 'MatKar' campaign will reinforce people's belief in the importance of voting and help us increase the voter turnout.*"

To culminate the voting awareness campaign "MatKar", Radio City Delhi, has organized a Harley Davidson Motorcycle rally from India Gate to Central Park on Friday, 10<sup>th</sup> May 2019, 5:00pm onwards, the rally will be flagged off by Mr. Kartik Kalla, Chief Creative Officer, Mr. Satnam Singh,

Special Chief Electoral Officer Delhi, Mr. Charanjeet Singh, CEO, Delhi, Sveep and Radio City's RJ Aadi and Manav. As a part of the event, the team would be giving a demo of the EVM and the latest VVPAT process, thereby informing the voters on the voting process.

Radio City has also created a special 'MatKar' anthem to encourage Delhiites to exercise their constitutional right. Extending the campaign digitally, Radio City has created engaging videos on Radio City's social media handles with prominent stand-up comedians like Gaurav Kapoor, Hasya Kavi Ashok Chakradhar, Arun Gemini and music bands like Astitva and Jashn amongst others, who in their own funny, quirky style urge the Dilliwale to vote.

### **About Radio City**

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: RAM 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 Radio 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](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 2019, Radio City ranked 6<sup>th</sup> in 'Best Large Workplaces in Asia', according to the GPTW survey 2019. In 2018, the company was included in the list for the 7th 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.