

This Diwali, Radio City Lights Up Mumbai With #MumbaiKiJalegi Campaign

Radio City All Set To Make Diwali Prosperous For Mumbaikars with #MumbaiKiJalegi Campaign

Mumbai, 24th October 2019: Radio City, India's leading radio network, is all set to celebrate Diwali with #MumbaiKiJalegi campaign, an initiative that aims to light up the nook and corner of Mumbai city by installing solar LED streetlights. Through this campaign, Radio City intends to tackle the pertinent issue of faulty or no streetlights by driving sustainable electrification in the city. Eminent personalities like Tapsee Pannu, Bhumi Pednekar, Rajkummar Rao, Mouni Roy etc. have voiced their support to make this campaign a success.

Keeping in mind the festive spirit of Diwali that celebrates the triumph of good over evil and light over darkness, Radio City commenced the #MumbaiKiJalegi campaign where RJs urged listeners on air, to share stories about the area where streetlights are either missing or are under maintenance and cause hindrance to their lives. Since the campaign kick started, Radio City has been receiving numerous complaints and suggestions from Mumbaikars through calls and messages to help address the issue.

Commenting on the campaign, **Radio City's Chief Creative Officer, Mr. Kartik Kalla** said, "Over the years, Radio City has been a forerunner in driving campaigns by addressing civic issues that citizens grapple with. One of the prominent problems faced by Mumbaikars is the lack of streetlights that sometimes breeds crime and most importantly affects kids who depend on these lights to study at night. Through initiatives like #MumbaiKiJalegi, Radio City amplifies the spirit of festivity by driving conversations about socially relevant topics by leveraging the true power of radio. We are positive that this campaign will encourage the government and corporations to work together and bring about a change in the society."

Lack of proper streetlights makes most of the areas in Mumbai unsafe for the citizens. Radio City team extended the campaign on ground, where the RJs visited the Abhyas Galli in Worli, a place where street students depend on lampposts to study at night. In association with Schoon Energy, Radio City installed solar streetlights in the area, thereby making it a Happy Diwali for the students and residents of Abhyas Galli. The team will additionally identify and shortlist more such areas that require urgent attention and share the update with local government bodies, to help mount solar streetlights. Through this campaign, to celebrate and augment the #MumbaiKiJalegi campaign, Radio City has created a Rap song and ['Har Diwali Ghar Roshan, Iss Diwali Mumbai Roshan'](#) video to give Mumbaikars an overview of the initiative.

A part of Kar Mumbaikar, Radio City's #MumbaiKiJalegi campaign is all set to lead by example and initiate a social cause this Diwali, to illuminate the streets and lives of the Mumbaikars.

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.