

## **Music Broadcast Ltd. continues to be in top 50 'India's Best Companies to Work for in 2017 as per 'Great Place To Work' study!**

**Adjudged to be the best in the media industry yet again.**

**Mumbai, July 05, 2017:** Radio City, a part of Music Broadcast Limited (MBL) - India's leading radio network, has emerged as a leader in the 'India's Best Companies To Work For – 2017' study. Radio City has had a consistent presence in the list and the inclusion of Music Broadcast Ltd., has earned the radio network the coveted position for the 6<sup>th</sup> year. The list places Music Broadcast Ltd. amongst the top 3 media firms and top 50 companies overall in India. Conducted by Great Place To Work Institute, the study measures employee experience and evaluates the people practices of participating organisations to arrive at the final list of companies.

Known for its employee-centric practices and policies, Music Broadcast Ltd. was especially called out for its 'Cheers to Peers' programme. This allows the employees to recognise a colleague who has helped them complete a challenging assignment. As a part of this activity, employees get to present a 'Cheers to Peers' card, in front of a large audience, to a co-worker from their own department or another, in order to recognize his or her efforts. In addition to this, the radio network follows a culture deeply entrenched in its core values that seeks to enhance employee engagement and satisfaction.

**Mr. Abraham Thomas, CEO, Radio City 91.1 FM** said, *"We are honoured to receive this recognition for the 6<sup>th</sup> time. Radio City has been known for its work culture that seeks to empower and encourage employees to realize their full potential and work towards achieving their goals. It is a perfect blend of culture and process orientation that has helped Radio City retain its leadership position year after year. Our people are our biggest strength and we are happy that our employees value us, as much as we value them."*

**Ms. Sagorika Kantharia, Chief People Officer, Radio City 91.1 FM** said, *"We are extremely proud to be listed amongst 'India's Best Companies To Work For' once again. Our culture and value system allows our employees to innovate, grow and become leaders in their own right. Initiatives such as 'Cheers to Peers', Ring Aloud and Star and Sher of the month help us promote the spirit of unity while at the same time recognizing individuals for their extraordinary work."*

**About Radio City 91.1FM:**

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 15 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: 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, 2017, Radio City reached out to over 52.5 million listeners in 23 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 Babber 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 Rag Mein Daude 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 flavor on-air. The network provides terrestrial programming along with 43 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 2017, the company was included in the list for the 6<sup>th</sup> time.

For further details, log on to [www.radiocity.in](http://www.radiocity.in).