

Maximum Music, Micro City Approach, Beloved Jodi of Jaggu-Taraana amongst the scintillating programming Line-Up for Radio City in 2017!

New programming lineup focuses on MAXIMUM Music, and reiterates Radio City's philosophy of 'Rag Rag Mein Daude City'

Mumbai, 05.06.2017: Radio City, India's first and leading private FM radio broadcaster, today announced the comeback of radio's favourite hosts, Jaggu-Tarana with the show, Twin Sharing. Back on radio in Mumbai after a gap of 8 years, Jaggu-Tarana will cover a mix of current affairs, Bollywood and life in their show. Twin Sharing will air on Radio City Mumbai, Monday to Friday from 8 PM to 9 PM.

Ashish Jagtiani a.k.a Jaggu said, "'Twin Sharing will go where other shows on radio don't. It will cover Bollywood, current affairs and also, life in general. It will offer our listeners a chance to know what's happening in the city in a fun and entertaining way. Both, Tarana and I are Looking Forward to being a part of this new and exciting journey on Radio City.'"

Tarana Raja said, "Radio is an inherent part of my life. Jaggu and I were away for 8 years and there hasn't been a single day when we didn't miss our fans. Twin Sharing IS the perfect opportunity for us to come back and interact with Radio City listeners from Aamchi Mumbai. On the show, we will bring you the inside khabar from the kona kona of Bollywood that will leave our listeners coming back for more"

In addition to Twin Sharing, Radio City also unveiled its programming line-up for 2017. This contains a slew of new programmes along with a revamp of the existing line-up that will amp up the network's offerings. The immensely popular show, 'Kasa Kai Mumbai' that has been No. 1 amongst young working adults and core advertising TG (Source: RAM Week 12, Day part Mon-Sat) gets a fresh appeal with RJ Salil and RJ Archana being introduced as 'Radio Ki Miyan Biwi'. 'Taka Tak Mumbai', an invigorating evening show will move from being a single RJ show to a dual jockey show with Rohit Vir and RJ Harshit taking charge. It will air from 4pm - 8pm.

With the belief that listeners stay connected to Radio City on all 7 days of the week, the network has also announced new shows and reshuffling of some existing ones for the weekends. 'Aaa Dhikchik' with India's No. 1 female DJ Rink will spice up weekends and air every Saturday from 10PM onwards. Radio City will also introduce an interesting combination of food and music with Sanjeev Kapoor's 'Khaana Gaana on Weekend' in association with Food Food Channel and a tech & gadget show hosted by RJ Nitin with Digit.in. From shows based on sports, TV and comedy to

musical shows airing the latest songs, Indipop songs and ghazals, weekends on Radio City will offer listeners content that they would otherwise not get ON AIR during the weekdays.

Mr. Kartik Kalla, EVP and National Head, Programming, Audacity and Marketing - Radio City says, We have always believed in pushing the boundaries by unleashing this medium and taking it to the next level by creating engaging content across platforms. Our new programming line-up for this year is yet another strategic and tactical move to create content that appeals to our listeners. At Radio City, we design music and content keeping in mind listener preferences. Our strategy has been to offer MAXIMUM mood-mapped music that highlights the local flavor of the city and gives listeners the right mix of songs at the right time. The comeback of Jaggu-Tarana with **Twin Sharing** highlights the brand's ideology of Rag Rag Mein Daude City.

The network's focus will be on bringing maximum music for its listeners with tailored programming initiatives during weekdays and weekends that connect with the pulse of the city. Especially customized products like 'City Ki Battisi' with 32 minutes of ad free music, 'City Ka Chauka' with 4 back to back songs and 'City Ka Sixer' with 6 non-stop songs, Radio City is looking to redefine how music is played on radio. As a special tribute to Punjabi music, Radio City will offer 'City Ka Flavour' that will let the listeners in Punjab groove to foot thumping Punjabi Music non-stop.

A strong focus on music and listener preferences has helped Radio City 91.1FM remain the undisputed leader in Mumbai and Bangalore since inception. In Mumbai, Radio City is the No. 1 player amongst all major TG's during weekend and No. 1 during weekdays amongst working adults and core advertising TG. (**Source:** RAM Report, Week 5- 12 Day part, Weekend). An increase in market share in these cities demonstrates the imprint and popularity of Radio City in the minds of its listeners.

39 cities 12 states and 1 universal tune – 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 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, 2016, Radio City reached out to over 49.60 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 42 other web-stations, through its digital interface, www.radiocity.in.

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.

For further details, log on to www.radiocity.in.