

On the Auspicious occasion of Bihar Diwas, Hon'ble Chief Minister Nitish Kumar inaugurates India's first and leading FM station Radio City 91.1 FM in Patna

~Redefines radio Entertainment with the launch of its 39th station in Patna: Rag Rag Mein Patna City, FM Bole toh Radio City~

Patna, 24.03.2017: Radio City, India's first and leading private FM radio broadcaster today announces the launch of Radio City 91.1 FM in Patna. With this launch, Radio City concludes the Phase III expansion and becomes the strongest radio network with 39 stations nationally. CM Nitish Kumar with his gracious presence inaugurated the station on air, Radio City 91.1 FM on 24th March. Bollywood heart throb Hrithik Roshan in his versatile style introduced the networks key properties to the city.

Carrying forward the mantle of 'Rag Rag Mein Daude City' the radio network will focus on content that appeals to the listeners of Patna. The new station promises to be a one stop destination for redefining the **ENTERTAINMENT** in the city, from melodious romantic music to harmonious wistful retro music, from the foot thumping new age peppy songs to heart rendering ghazals, from city happenings to humor. **'Love Guru'**, India's first agony aunt on radio who has been solving relationship & love problems for over a decade, will now make its entry into the heart of Patna. King of humour **Babbar Sher** - an eclectic mix of humor and shayari will perfectly blend with the local flavor & nuance of the city

On the occasion of the launch **Mr. Abraham Thomas, CEO, Radio City** said *"With the launch of our 39th station in Patna, we have successfully concluded our Phase 3 expansion in 11 cities and now cover 62% of India's population having access to FM radio. We promise to give our listeners the best of localized content and entertainment in sync with our ideology Rag Rag mein Daude City in each of the cities that we have our presence. The station being inaugurated by the Chief Minister of Bihar is indeed an honor for us and a marks a great start for our journey in Patna."*

At the onset of Patna's biggest and auspicious celebration of **Bihar Sthapana Diwas**, Radio City is all set to treat the listeners with the most innovative on ground activation by installing a Radio City studio at Gandhi Maidan. 30 feet tall Radio City studio will stream the evening show LIVE on 24th March and celebrate the festivity with gaiety and gusto.

Music Broadcast Limited currently has 39 stations, including 11 newly acquired stations in Phase III auctions. Radio City in its third phase of expansion has recently launched Kanpur, Ajmer, Kota, Udaipur, Patiala, Jamshedpur, Bikaner, Nashik, Kolhapur, Madurai and Patna. Radio City also operates a web radio on Planetradiocity.com which has 40 stations as of date.

Rag Rag Mein Daude Patna City, FM Bole Toh 91.1 FM!!

About Radio City 91.1FM:

Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakashan Ltd. Radio City is the first and oldest private FM radio broadcaster in India with 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 terms of average listenership share (in percentage) in Bengaluru and Mumbai with 24.17% and 17.10% 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).. Radio City has introduced humour on radio

with Babber Sher, launched agony aunt solving love problems with Love Guru, and also launched singing reality show in India with Radio City Super Singer. Radio City has initiated Radio City Freedom Awards and also operates a web radio on planetradiocity.com which has 40 stations February 22, 2017.

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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. Led by the philosophy of Rag Rag Mein Daude City, the brand is driven by the passion and the pride that listeners feel for and associate with their city. For further details, log on to www.planetradiocity.com.