

Radio City Celebrates the Spirit of Children's Day with 'Just Kidding'

Radio City 's Mega Talent Hunt 'Just Kidding' presented by Kinder Joy Culminates across 39 Cities

Mumbai, 14th November 2017: Radio City 91.1FM, India's leading radio network celebrates your inner child this Children's Day through its mega talent hunt for kids – **"Just Kidding"**. With this campaign, Radio City is giving a chance to kids between 6 and 14 years to participate and become a Radio Jockey for a day. The shortlisted junior RJs, from the hunt across 39 markets, will rock the Radio City studios, as RJs, for an entire day on 14th November. To add a twist to the stations' routine programming, the kids will bring out their madness, spread their infectious happiness and energy on-air to entertain Radio City listeners throughout the day.

The two-week long activity kicked off with call for registrations between 8th and 12th November through multiple platforms like IVRS, digital and walk-in auditions at Radio City studios. The shortlisted finalists will go on-air with Radio City RJs on 14th November. A special 'Just Kidding Moments' show highlighting funny moments and bloopers from the previous day will air on 15th November.

**Tune in to your favourite radio station, Radio City 91.1FM
'Iss Children's Day, Radio City par Hogi Just Kidding ... Bachche banenge RJ.'**

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 16 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 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 flavour on-air. The network provides terrestrial programming along with 47 other web-stations, through its digital interface, 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 6th time.

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