



## APURVA PUROHIT WINS BUSINESS TODAY'S MOST POWERFUL WOMEN IN BUSINESS AWARD

**Mumbai, 6.09.2018:** [Jagran Prakashan Ltd's \(JPL\)](#) President Ms. Apurva Purohit has been declared as one of the **'Most Powerful Women in Business'** by Business Today magazine. The prestigious award was presented by Ms Arundhati Bhattacharya, Former Chairman, State Bank of India and Mr. Raj Chengappa, Group Editorial Director, India Today Group at a power-packed event held in Mumbai.

Ms. Apurva Purohit is credited with the successful listing of Music Broadcast Ltd. (Radio City) on the Indian bourses in 2017; the growth and turnaround of critical businesses under the Jagran umbrella. Radio City has won several awards over the years and has been ranked in **'Great Place to Work'** Survey for 7 years. This year, Radio City became the #8 in the Top 10 list of Great Places to Work for in India amongst a list of 600 participating organizations across all industries in the country.

***Ms. Apurva Purohit, President Jagran Group said, "It's an honor to be a part of this list alongside some illustrious women who're spearheading change and paving the path for future women leaders in their respective fields. The last year was a challenging year for the Indian economy and the media industry and this award has been a testimony to the fact that we have navigated all our businesses to profitable growth through these choppy waters, as well as been able to showcase their value proposition to the investor community especially in the case of Radio City."***

Apurva has over three decades of experience in the media and entertainment industry, she currently manages a diverse portfolio which includes print, radio, digital and outdoor.

She has been a leading voice in the Indian business landscape, advocating gender diversity, what ails it, and what organizations and leaders can do to make it possible. She is also the author of the national bestselling book **"Lady, You're not a Man" – the Adventures of a Woman at Work** - a must-read for every woman on the quest for work-home balance and determined to succeed in her professional life. The book offers a pragmatic perspective on managing work-life balance through emotional intelligence and maturity in managing relationships both with oneself, and with others.

### **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 17 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 67 million listeners in 34 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 Baber 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 52 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 2018, the company was included in the list for the 7th time, according to the GPTW survey in 2018, Radio City ranks 8th amongst the 100 Best Companies to work for in the Media and Entertainment Industry as well as the best career management For further details, log on to [www.radiocity.in](http://www.radiocity.in)