

Radio City Recreates the Golden Era of Music with India's Most Popular Retro Show – Kal Bhi Aaj Bhi LIVE in Ahmedabad

After successful stints in Mumbai and Patna, Radio City's live retro concert casts a magical spell on Ahmedavadis

Mumbai, 8th January 2018: Radio City 91.1FM, India's leading radio network, took the city of Ahmedabad on a nostalgic trip down the memory lane with **Kal Bhi Aaj Bhi LIVE** – India's first and most popular retro show. Dedicated to the golden age of music, the concert was held on 5th January 2018 at Club O7 and gave Ahmedavadis a chance to usher in the New Year with soulful renditions of songs representing the era of melody and poetry.

Hosted by Radio City's RJ Gaurav, the concert featured a splendid troupe of artistes, with Pankaj Pathak and team arranging the music. Performances by Neeraj Pathak, Darshana Gandhi Thakkar, and Chirag Desai transported the Ahmedavadis to the surreal land of musical ingenuity.

Speaking about the concert, **Kartik Kalla, EVP & National Head – Programming, Marketing, AudaCITY, Radio City** said, *"As India's leading retro show, Radio City's Kal Bhi Aaj Bhi, has won millions of hearts over 8 years. The magic of old Bollywood classics combined with the unique style of Radio City's RJ Gaurav, has helped the property craft a niche for itself on radio. Live concerts serve as natural extensions of the show and help us connect directly with our listeners. After two successful years in Mumbai and one in Patna, we are certain that Kal Bhi Aaj Bhi LIVE will help us enthrall audiences in other cities as well."*

Radio City 91.1FM's most cherished retro show, Kal Bhi Aaj Bhi, has enticed listeners for the past 8 years with melodious music from the bygone era along with interesting anecdotes from the musical journey of yesteryear's stars. The show airs 9pm -11pm on Radio City 91.1 FM.

About Radio City 91.1FM:

Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakash 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 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 Daudet 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 48 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