

September 5, 2017

1.	National Stock Exchange of India Ltd. Exchange Plaza, 5 th Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051 NSE Scrip Code: RADIOCITY ISIN: INE919I01016	2.	BSE Limited Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort Mumbai 400 001 BSE Scrip Code: 540366 ISIN: INE919I01016
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Dear Sirs,

Subject: Press Release titled "Entertainment Now Has a New Address; Make Way for Radio City LMRC – Lucknow Metro's Very Own Radio Station"

In compliance with regulation 30 (6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith the above mentioned press release issued by the Company, the content of which is self-explanatory.

This is for the information of the exchange and the members

Thanking you .

Yours faithfully
For Music Broadcast Limited



Chirag Bagadia
Company Secretary and Compliance Officer



Encl: as above



Entertainment Now Has a New Address; Make Way for Radio City LMRC – Lucknow Metro’s Very Own Radio Station

Radio City Becomes India ‘First FM Channel in the Country to Offer Customised Content at Metro Stations

Farhan Akhtar makes the first day of Radio City LMRC memorable for City of Nawabs!

Lucknow, 05th September 2017: Giving a new dimension to travel entertainment, Radio City 91.1 FM, India’s leading radio network, has partnered with LMRC (Lucknow Metro Rail Corporation) to offer specialized content across all Lucknow Metro stations. Inaugurated by the Home Minister Sri. Rajnath Singh and the Chief Minister of U.P Yogi Aditya Nath, the Lucknow Metro will make commute easier and trendier for Lucknowites, while Radio City will offer foot tapping and melodious music to make the wait for metro trains entertaining.

Radio City partners with LMRC to create customized content packages during peak and off-peak hours respectively which comprises of songs jingles and a special trivia from City ke Kone Kone Se to integrate Radio City’s ideology of Rag Rag Mein Daude City. A TOH jingle has been specially composed and produced in house for Radio City LMRC that will be integrated on an hourly basis. In tandem with Radio City’s terrestrial music strategy of offering mood-mapped music, the playlist will be topical and in sync with the city’s listeners ‘preferences. An all-encompassing capsule, the content created will be a healthy mix of local happenings and music, refreshed every fortnight.

Commenting on the partnership, **Abraham Thomas, CEO, Radio City 91.1FM** said, “Radio City has ruled the airwaves in Lucknow for 16 years and through this partnership we are excited to present the city with a new entertainment destination. Since inception, Radio City has always been a pioneer in launching path breaking initiatives and Radio City LMRC is a testimony that reflects our leadership stance”

At the launch of Lucknow Metro, Radio City surprised Lucknowites with a special message from actor and singer, **Farhan Akhtar**, on air during their first metro ride in the city. While promoting his upcoming film Lucknow Central, Farhan Akhtar said, “I congratulate Radio City and LMRC for this association. This is a one of its kind experience for the citizens of Lucknow and a landmark moment in itself. Music and travel go hand in hand I believe every metro rider will enjoy the interim journey to the fullest.”

To kick off proceedings in style on the first day of metro for commuters, Radio City installed a studio set-up at Char Bagh metro station where Radio City RJs will broadcast their shows LIVE. In addition to this, Radio City has also created selfie zones across all 8 metro stations where commuters can click selfies and post it on their social media pages tagging Radio City and stand a chance to win a free monthly pass of Lucknow Metro.

This partnership further amplifies Radio City’s brand philosophy of “**Rag Rag Mein Daude City**” by providing locally relevant content to their listeners infused with regional flavour and nuances.

Rag Rag Mein Lucknow 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, 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 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 43 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.

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