



Radio City Launches Star Express - A Celebrity Bonanza for Kollywood Fans 365 Days – 365 Superstars!

After an overwhelming response to City Cine Awards Tamil with over 70 lakh votes, Radio City launches Radio City Star Express in Chennai, Coimbatore and Madurai

Chennai, 9th October 2017: Radio City 91.1FM, India's leading radio network, today announced the launch of a star studded property, **Radio City Star Express**, a year-long extravaganza that will see the network host a new Kollywood star everyday as an RJ. Kick-starting this year in Tamil Nadu, Kollywood celebrities will join RJ Laya every morning and share their experiences and journey so far. A sneak peek into the lives of celebrities, the show will give access to the listeners in the hearts of their favourite stars.

On the first day itself, superstar actor, **Jayam Ravi** hosted the show along with actor Sibiraj . The activity will witness glitzy array of top celebrities such as GV Prakash ,Gautam Karthik, Nikki Galrani, Karunakaran, Vijay Sethupathi, Rana Daggubatti, Yogi Babu, Yuvan Shankar Raja Priya Anand, Director Ram and actor Soori playing RJs to captivate their fans throughout the week with their fascinating stories.

Commenting on the launch of this unique property, **Mr. Kartik Kalla, EVP and National Head, Programming, Marketing and AudaCITY, Radio City 91.1 FM said**, After an overwhelming response in Hyderabad and Vizag, we are excited to take the success of Radio City Star Express to our listeners in Tamil Nadu. Innovative programming has been one of our key pillars that helps us to build a stronger connect with our audience and keep them engaged. Kollywood has always been closer to our hearts and we are certain that our association with the stars will take this property to newer heights”

Speaking about the show, **Music Director, Actor, Singer GV Prakash** said, “The passion that the people of Tamil Nadu have towards Kollywood is unparalleled. I believe that our fans need to know about our ‘reel’ as well as ‘real’ lives. Radio City Star Express is a wonderful initiative to get the ever-supportive fans closer to their favourite artistes. Radio has the power to invoke the theatre of the mind and I am confident that the show will be a great hit with the stars as well as the Tamil film enthusiasts.”

Star Express is a testimony and a tribute to the love and support that the Tamil fans have bestowed towards Radio City and the Tamil film industry. From colourful celebrations on the streets for blockbuster releases to putting up posters depicting film heroes as Gods, Kollywood has some of the most ardent fans in the country.

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 Dade 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 46 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