

India's Biggest Singing Talent Hunt, 'Radio City Super Singer' Returns to Mark a Decade of Success; Expands to Span 39 Markets

Or

With a stunning response of approx. 6 lac participations last year, 'Ralco Tyres presents Radio City Super Singer' is all set with a launchpad for budding singers across the nation

Mumbai, 24th August 2018: Radio City, India's leading radio network, today announced the launch of the latest season of India's biggest singing talent hunt Ralco Tyres presents Radio City Super Singer. With this, Radio City marks a decade of giving the country its best singing talent and will see the dynamic property reach 39 cities across India. As India's premier singing competition, Radio City Super Singer has become one of the most sought-after platforms that has been responsible for producing some of the brightest talents since a decade in the country including Harjot Kaur, Manya Narang and Sri Ganesh, to name a few.

Radio City Super Singer is the longest running property and has enjoyed phenomenal growth over the past 10 years owing to the innovation and creativity that is infused year on year. It is one of Radio City's tentpole properties that has ensured a 360-degree presence across on-air, on-ground and digital mediums. The current season is expected to reach over 6.7 crore listeners, providing participants with a strong foundation to showcase their talent to the entire country. Many of the previous winners have made it big in Bollywood.

Commenting on the launch of the 10th edition of Radio City Super Singer, Mr. Kartik Kalla, Chief Creative Officer, Radio City said, *"Radio City Super Singer over the years has proved to become a platform for many budding singers across the nation to showcase their talent. Radio City's commitment to constantly innovate for a decade has helped the property evolve into one of the most popular talent hunts. We received an overwhelming response last year with approx. 6 lac participations which is a testimony to the scale and engagement driven by the property. This year marks our 10th anniversary and we are certain that we will surpass expectations and deliver the best talent to the industry yet again."*

The auditions for the 10th season are already underway. To submit entries, participants can walk in to Radio City studios, locate the Radio City branded vehicle moving around the city, in various malls across cities, through IVRS, or through Radio City's social media platforms. The Grand finale in Mumbai will be held on 2nd September where the top 5 finalists will battle it out for the ultimate glory to be crowned as the champion of the anniversary on 2nd September at Infinity Mall in Malad.

It's time to train those vocal chords and gear up to share your voice with the nation. A world of opportunity awaits!

To Audition in Mumbai

- Walk into Radio City Studio between 10am -5pm till 25th August
- Call on – 911 911 4943
- Upload your entry on www.radiocity.in
- Audition at Infiniti Mall, Malad till 26th August
- Finale Date -2nd September, Infiniti Mall, Malad
- Locate a Radio City branded vehicle going around town

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.

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