



## Radio City 91.1 FM rejoices the Festive Season by topping the Charts

### Top Listenership Rankings in Delhi, Bangalore and Mumbai Help the Network Retain Its Number 1 Position

**Mumbai, September 18, 2017:** Radio City 91.1FM, India's most popular radio station, has once again ruled the radio waves by securing the number 1 position in Mumbai, Delhi and Bangalore as per the latest RAM ratings and a recent A-Z research report. Radio City has been recognised as the most cost-efficient radio platform for advertisers in the country.

According to RAM, Radio City is #1 based on Average Listenership % Share in Mumbai and Bangalore with 15% and 25.2% respectively. (Source: RAM, Markets: Mumbai and Bangalore, Demographic: 20+ All, Statistic: % Share, Day part: Mon – Sun 12am -12am, Place of Listening: All, Week 32- Week 35). Radio City's recent programming line-up in Mumbai and Bangalore helped the network maintain its number Uno position. Topping the charts with a listenership of 92.7 lakh in Delhi, these remarkable results position Radio City as the fastest growing player and the leader in this competitive landscape. (Source: AZ Research Report, All SEC 12+, All Day Parts, Weekly listenership in March 2017).

Speaking of Radio City's success, **Mr. Abraham Thomas, CEO Radio City** said, *"Radio City has always reigned the listenership ratings in three metros of the country. As an undisputed leader in the industry, we aim to set new benchmarks by designing unique and innovative programming and continue our efforts to remain a front runner in times to come. Recently applauded City Ka Darbar campaign in Delhi is a testimony to our leadership position in Delhi. Additionally, our approach of localizing content for each city has helped us build a personal connect with every citizen."*

In sync with the brand philosophy of 'Rag Rag Mein Daude City', Radio City has introduced an exciting programming line-up for the upcoming festive season that reflects the local fabric of each city and is in sync with the preferences of the local listeners. With the short-term effects of policies like GST and demonetization wearing out, brands are gearing up to target customers during the festive season. As the most cost-effective radio station with a top-notch programming line-up, Radio City is poised to be the ultimate destination for brands looking forward to making maximum impact with their festive campaigns.

### **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](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 2017, the company was included in the list for the 6th time.