

Radio City stirs up the digital space with the largest 360 degree presence across platforms

43 web radio stations, 8 languages, 2700 + podcasts on Radiocity.in

Mumbai, 14.06.2017: Radio City, India's first and leading private FM radio broadcaster, today announced a strategic expansion of its digital presence with the launch of radiocity.in. As a part of its digital strategy, listeners will be able to enjoy select terrestrial shows, along with exclusive digital content on Radio City's new web-avatar, www.radiocity.in. RadioCity.in will see best of terrestrial and web radio shows and will serve as the e-face of Radio City's 39 stations.

Radio City originals like Love Guru – the one-stop shop for all the answers about love, relationships and beyond, GIG City – India's first radio concert, Joke Studio – the ultimate comedy destination, Babber Sher – the longest running sparkler on Indian Radio and Radio City Gold featuring the legends of Indian music, among others, will be available to the online listeners. This would supplement the 43 web-stations available on www.radiocity.in in multiple genres such as Bollywood, International, Indie, Devotional, Regional and non-film music. In order to appeal to a wider audience, Radio City's online content will be spread across 8 languages - Hindi, Kannada, Telugu, Tamil, Marathi and Gujarati English and Malayalam.

Rachna Kanwar, COO, Digital, Jagran New Media says, "radiocity.in will be an integral part of our mobile-first approach. It will allow our listeners to listen to their favourite terrestrial content, in addition to the 43 web-exclusive stations, right on their digital devices, wherever they want, whenever they want. Our new digital strategy will also see us adding more content, across languages to our existing digital bounty, in order to make the platform more relevant to listeners across different geographies. This will truly allow us to cover the kona kona of the country."

"At Radio City we have always believed in creating clutter breaking content across platforms for our listeners globally. RadioCity.in solidifies our position as the forerunner in the digital space while helping us retain us the numero uno spot across social media platforms. We are happy to provide our listeners with an all new digital experience which is a perfect blend of entertaining music and engaging content." said Abraham Thomas, CEO, Radio City 91.1 FM.

A licensed music streaming website, www.radiocity.in, offers free music in multiple languages, along with 43 web radio stations streaming music across various genres. Recently added radio stations include artist radios like Lata Mangeshkar Radio, RD Burman Radio, Kishore Kumar Radio, Mohd Rafi Radio, Dr. Rajkumar Hits, KJ Yesudas Hits and Kamal Haasan Hits.

39 cities 12 states and 1 universal tune

Rag Rag Mein Daude 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, 2016, Radio City reached out to over 49.60 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 ranked number one in the 'Media Industry' and number two in 'Best Companies for Hiring and Welcoming' categories by Great Place to Work in 2015.

For further details, log on to www.radiocity.in.

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