

Radio City takes Gig City LIVE with Armaan Malik to Happy Home and School for the Blind

Radio City celebrates its 17th anniversary with India's first ever blindfolded 'Kaano Se Dekho aur Dil Se Suno Concert'

Mumbai, 03 July 2017: Radio City, India's leading radio network, through its most popular on air property Gig City India's first ever LIVE radio concert, touched hearts of the kids at the Happy Home and School for the Blind by hosting a one of its kind 'Kaano Se Dekho aur Dil se Suno Concert' to celebrate its 17th anniversary. Bollywood Singer Armaan Malik, performed LIVE for the kids giving them an experience like never before.

The idea of Kaano Se Dekho Concert aur Dilse Suno Concert, an extension to Radio City's Gig City, India's first ever LIVE radio concert was incepted with a finding that visually impaired people experience music more deeply than we do. The concert saw 200 visually impaired kids grooving to the tunes of their favorite singer Armaan Malik followed by a mesmerizing performance by the kids at the Happy Home and School for the Blind. The concert was performed with the audience being blindfolded, thereby making them experience music through the theatre of mind. The event was hosted by Radio City's most popular RJ's Salil and Archana, and their enthusiastic energy lifted everyone's spirits.

After his exhilarating performance, talented Bollywood singer Armaan Malik said "Music is meant to be felt through all senses and it touches the soul of the listeners. The whole concept of GIGCity and 'Kaano se Dekho, Dil se Suno concert' is for the audience to hear and feel the beauty of music. It's a great initiative by Radio City. I'm glad I am performing for these amazing kids and blessed to get to the opportunity touch their littler hearts through my songs."

Mr. Abraham Thomas, CEO, Radio City said "Music is best enjoyed with your eyes closed, experiencing Armaan Malik performing LIVE with the kids of Happy Home and School for the Blind left us with goosebumps and made us witness the theatre of mind like never before.. "Kaano Se Dekho Dil Se Suno Concert" is our way of contributing and influencing the society by bringing in joy on the faces of the kids"

Speaking about the concert, Radio City RJ's Salil and RJ Archana said, "We at Radio City have always been cognizant about the society and have carried out various successful initiatives for the betterment of the society. We experienced a blindfolded concert for the first time and it was amazing. The smile which

we saw on the kids face after the concert was priceless and in that moment and reiterated the power that radio and music has on people's lives"

Gig City Season 3 is currently in the thick of the action with concerts airing **every Friday 7pm to 9pm** and repeats **Saturday 9pm to 11pm** across 25 Hindi Speaking markets. . Armaan Malik would be performing at Radio City's Gig City this week on Friday 6th July – 7pm -9pm and Saturday 7th July 9pm -11pm

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 16 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 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 2017, the company was included in the list for the 6th time.

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