

India's Biggest Singing Talent Hunt 'Radio City Super Singer Season 9', flags off auditions in 39 cities

With a stupendous response of 4.7 lacs participation last year Radio City Invites budding singing stars across the nation

~Radio City Super Singer Season 9 – Jinki Rag Rag Mein Hai Singing~

Mumbai,: Radio City 91.1FM, India's leading radio network, has announced the launch of **Season 9 of India's biggest singing talent hunt – LuvIt Chocolates Presents - Radio City Super Singer**. This With 11 more markets targeted this year, the contest will reach listeners in 39 cities across the country. As India's premier singing competition, RCSS will provide promising singers the perfect platform to showcase their talent to the rest of the country.

Radio City Super Singer has witnessed a tremendous growth over the years and has been a marquee property for 9 years now. A favourite amongst listeners, the contest has become one of the most popular properties across all radio networks. The current season of the show is expected to reach over 5.25 crore listeners across the country, giving more aspirants a chance to be a part of the phenomenon.

Kartik Kalla, EVP & National Head – Programming, Marketing & AudaCITY, Radio City 91.1FM said, "Radio City Super Singer has become one of the most popular talent hunt competitions in the country over the years. We have received an overwhelming response last year with 4.7 lac participation across 28 cities which validates the scale and response of the activity. We are certain that in its 9th season, we will be able to break new grounds and reach an even wider audience, giving every upcoming singer a platform to share their voice. The show has produced some exceptional talent and served as a launch pad for many budding artist to make it big in the industry."

The theme for this year, 'Jinki Rag Rag Mein Hai Singing' is an extension of Radio City's philosophy of 'Rag Rag Mein Daude City' that seeks to incorporate local flavour and nuances in the network's content. True to this ideology, Radio City Super Singer Season 9 will aim at reaching out to aspiring singers in the kona-kona of all 39 cities.

"Radio City Super Singer is an amazing concept that gives platform to many budding singers to showcase their talent. This is an ideal stage for those Jinki Rag Rag Mein hai singing , just like me .Kudos to team Radio City for running this campaign for 9 years and I would like wish all the participants all the very best and good luck for their future" **said Ayushmann Khurrana**

*This year LuvIt Chocolates presents Radio City Super Singer 9. Speaking about the association **Mr. A Mahendran, CMD Global Consumer Products Pvt Ltd said,** "LuvIt Chocolates and Confectionery is a youthful and passionate brand that resonates with the millennials. For the past eight years, Radio City Super Singer has enthralled the youth of the nation and given them a stage to showcase their talent. Its popularity has grown year on year and inspired the youth of the nation to display their talent with pride and passion. This lends a natural synergy to LuvIt's association with RCSS*

and helps us reiterate our belief in our brand philosophy and acting on those beliefs. LuvIt not only supports but also encourages the youth to go out and chase their passions. There is Öne life. LuvIt.”

The auditions for Radio City Super Singer are already underway and will close on 11th August 2017. Radio City Super Singer aspirants can participate through multiple platforms. They can register by calling. Alternatively, they can submit their auditions digitally on **www.radiocity.in** and on Radio City’s social media platforms like Facebook. Listeners also have the option to visit Radio City’s studio and for on-ground auditions at multiple touch points as Radio City branded vehicles will move to every corner of the city making it easier for people to participate. 5 shortlisted candidates from each city will get a chance to compete for the crown at the grand finale on **19th August** with the winner walking away with a cash prize of **INR** of INR 1 lakh along with a chance to be featured live on Radio City 91.1FM.

So, practice your favourite songs and get ready to share your voice with the nation. A world of opportunity awaits!

Auditions are already underway!

To Audition in Mumbai

- **Walk into Radio City Studio between 11am to 6pm till 11th August 2017**
- **Call on 7858911911**
- **Upload your entry on www.radiocity.in**
- **Visit Infinity Mall – Malad**

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.

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.