

‘Radio City Super Singer’, India’s Biggest Singing Platform Launches Its 11th Season to Encourage Aspiring Singers

Presented by Suzuki Gixxer, Radio City Super Singer to reach 39 cities to award the best singing talent

Mumbai, 20th August 2018: Radio City, India’s leading radio network announces the 11th season of one of the biggest singing talent hunts on radio, Suzuki Gixxer presents Radio City Super Singer, to continue its legacy of turning the spotlight onto some of India's brightest singing stars. The first ever singing talent hunt on Indian radio, Radio City Super Singer has witnessed phenomenal response and growth with each passing year. Spreading its wings across 39 cities, the talent hunt has catapulted the dreams of many a talented voice into a successful reality and has won over millions of hearts to become one of the most popular radio singing shows across the country.

Radio City Super Singer, with its innovative and creative approach, has become one of Radio City’s tent pole properties. The talent hunt reaches over 69 million listeners through its 360-degree presence across on-air, on-ground, and digital mediums. Over the years, the property has been instrumental in recognizing and encouraging many promising singers by giving them the opportunity to showcase their skill of crooning melodious songs.

Commenting on the launch of the 11th edition of Radio City Super Singer, Radio City's Chief Creative Officer, Kartik Kalla, said, “In the last ten years, Radio City Super Singer has become a platform for many budding singers to showcase their talent and has reached over 69 million listeners across 39 cities of the country. Radio City’s commitment to constantly innovate for a decade has helped the property evolve into one of the most popular talent hunts of the industry and the country. The overwhelming response we receive every year is a testimony to the scale and engagement driven by the property. This year marks our 11th anniversary and we are certain that we will surpass expectations yet again.”

Expressing his thoughts on Radio City Super Singer 11, the National Award winning singer Sukhwinder Singh said, “India has a bustling pool of talented individuals who are always on the lookout for credible avenues where they can showcase their mettle. Radio City Super Singer is one such well-recognized platform which has been committed to celebrating this country’s immensely gifted singers for the last decade, an incredibly long time which is nothing but a testament of Radio City’s commitment to finding and nurturing talent and helping them grow. I still remember my first time on stage, I was 8 years old and I sang Lataji’s famous song Sa Re Ga Ma from the movie Abhinetri. It’s been over 3 decades since then and my love for music has only grown over the years. I have had a long-standing relationship with Radio City by being the voice of the famous Rag Rag Mein Dauda City stationality song. I wish the contestants of this

year's Radio City Super Singer have a similar love affair with music and they hone their skills to become bright superstars of the industry someday!”

The auditions for the 11th season are already underway. To submit entries, participants can walk into Radio City studios or select malls across cities. They can also locate the Radio City branded vehicle moving around or get in touch through Radio City’s social media platforms or the designated landline number. A month long activity, spanning across the audition phase, followed by shortlisting phase will witness 5 best singers indulge in an ultimate battle, where 1 lucky winner from each city will be crowned as the Radio City Super Singer. The winner will be selected on the basis of Jury choice and public voting. The Grand finale in Mumbai will be held on 31st August at Infinity Mall in Malad and the winner will be gratified with cash prize in each city.

So, gear up for the big battle and train those vocal chords for the audition. A world of opportunity awaits!

To Audition in Mumbai

- **Walk into Radio City Studio between 10am -5pm till 22nd August**
- **Call us on – 9119114943**
- **Upload your entry on radiocity.in/rcss**
- **On-ground auditions at Infiniti Mall, Malad**
- **Finale Date and time-31st August, 7pm, 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. Being the first FM radio broadcaster in India and with over 17 years of expertise in the radio industry, Radio City has consistently been the number one radio station in Bengaluru and Mumbai with 24.5% and 15.7% average listenership share respectively. (Source: RAM Data, TG: 12+ Period: Week 1, 2013 to Week 21, 2019). Radio City Delhi ranks #2 with 13.4% average listenership share (Source: RAM Data, TG: 12+ Period: Week 1, 2019 to Week 21, 2019).

Music Broadcast Limited currently has 39 stations across 12 states, comprising 62% of the country’s FM population. Radio City reaches out to over 69 million listeners in 34 cities covered by AZ Research 2019 (Source: AZ Research Report). The network provides terrestrial programming along with 18 other web-stations, through its digital interface, www.radiocity.in.

Radio City has spearheaded the evolution of FM radio by offering content that is unique, path-breaking and invokes city passion amongst listeners with its brand philosophy of “Rag Rag Mein Daude City”. The network introduced humour and the concept of agony aunt on radio with Babber Sher and Love Guru respectively. It also initiated Radio City Freedom Awards, a platform

to recognize independent music and provided a launch pad to budding singers with Radio City Super Singer, the first singing talent hunt on radio.

Radio City bagged 73 awards across national and international platforms like Golden Mikes, India Radio Forum, New York awards, ACEF awards etc. in 2018-2019. Radio City has consistently featured for the 7th time in 'India's Best Companies to Work For' study conducted by Great Place to Work Institute. In 2019, Radio City ranked 6th in 'Best Large Workplaces in Asia', according to the GPTW survey.

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