



FM Bole Toh Radio City

Radio City 91.1 FM scripts history on a historic day!

29th January, 2015: The country's most loved radio network, Radio City 91.1 FM entered in the record books on India's 66th Republic Day. Through their flag waving activity, 'Mera Tiranga Mera Junoon', the network successfully created a 24 hour continuously flag waving record.

The flag waving activity took place in Nagpur at a location named, 'Zero Point' which geographically is the Centre Point of India. The activity started on 25th January 2015 at 11:30 am and ended exactly after 24 hours on 26th January 2015 at 11:30 am. In order to qualify for the record, the flag had to be kept waving by as many individuals required for 24 hours continuously. At the end over 1500 Indians lined up to successfully etch India's name in the Limca Book of Records.

Commenting on the creating the record, Mr. Kartik Kalla, National Programming Head, Radio City 91.1 FM said, *"We are very happy that through our activity we entered the Limca Book of Records. The turnout exceeded our expectations by a large margin and we are glad we could build a stronger connect with our listeners. Republic Day holds great importance to the history our country and we are more than happy that Radio City and Indian citizens came forward to make the country proud"*

The 'Mera Tiranga Mera Junoon', definitely showed that as Indian's; the citizens can and will go the distance to keep the Indian tri-color flying high. With this activity Radio City definitely created a stronger connect with their listeners reiterating their stance of, 'City First Aap First'.

Keep listening to Radio City 91.1 FM for further details.

About Radio City 91.1FM

Radio City 91.1FM is India's first and leading FM radio brand. Promoted by **Music Broadcast Private Limited (MBPL)**, the private FM network has captured the hearts of millions of listeners across 20 FM stations in Mumbai, Delhi, Bangalore, Chennai, Ahmedabad, Pune, Hyderabad, Lucknow, Jaipur, Vadodara, Surat, Sholapur, Nagpur, Sangli, Coimbatore, Vizag, Ahmednagar, Akola, Nanded and Jalgaon.

Radio City 91.1FM offers a differentiated listening experience through melodious music to All SEC 12+ audiences across the nation. Aggressively looking at spreading the Radio City experience across the country, Radio City 91.1FM is committed to growing the market and creating superlative content for discerning audiences. Radio City 91.1 FM broadcasts round-the-clock using state of the art digital stereo FM for unmatched quality in signal strength, clarity and brilliance.

For further information:

Aesha/Saif

aesham@myradiocity.com / saifs@myradiocity.com

+91 9819421220 / +91 9987869610