



FM Bole Toh Radio City

Radio City 91.1FM rules FM waves for 300+ weeks

~Continues to be the unbeaten leader in Mumbai & Bangalore~

Mumbai, March 18th 2015: According to the RAM report for week 9, 2015 Radio City 91.1 FM has maintained its consistent and uncontested leadership since March 2011 across Mumbai & Bangalore. For 303+ consecutive weeks, Radio City 91.1 FM has been leading in Mumbai with a market share of 18.7% & in Bangalore with a market share of 23.4% in all SEC 12+ audiences.

Talking about the spectacular lead, **Ms. Apurva Purohit – CEO, Radio City 91.1 FM** said, *“I would attribute this success to our outstanding content that has attained the listener affinity. Our investment in understanding the listeners has certainly paid off and we are extremely pleased with the outcome. At Radio City, our sustained focus on catering to quality audiences through innovative programming initiatives coupled with our on-ground & digital activities and ceaseless efforts towards evangelizing the medium, has definitely worked for us. We are glad that our listeners have enjoyed & loved our offerings. As this trend continues, we will continue to entertain and engage our listeners as always.”*

Radio City 91.1FM has always focused on playing melodious music further to an in-depth research and understanding of its target audience. With the right mix of programming, constant research, innovative on air and on ground activation modules, Radio City 91.1 FM has managed to rule the FM waves in Mumbai & Bangalore. Proof of the fact that more and more listeners tune into Radio City longer than any other station, the station garnered the highest market share and has been consistently leading in Mumbai & Bangalore with the highest TARP of 1.3% & 2.5% respectively.

Playing truly popular content, Radio City 91.1FM brings listeners melodious music, fun contests, humour and gossip delivered by a hugely popular team of RJs. With consistent efforts & innovative activities, Radio City 91.1FM aims to deliver a unique listening experience & continue to partner clients to help them achieve their marketing objectives.

Stay tuned to Radio City 91.1 FM and log onto www.PlanetRadiocity.com for fresh music, exclusive videos, behind the scenes and latest happenings in Bollywood! Like us on Facebook – www.facebook.com/radiocityindia - to participate in interesting contests!

***Source: RAM (Week 9, 2015) [22 FEB to 28 FEB] All SEC 12+**

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:

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