

## Radio City all set to add a Marathi Thaska with its Rag Rag Daude City Anthem in Marathi for Maharashtra!

*~The 'Rag Rag Daude City Anthem in Marathi sets listeners of 10 cities grooving to the vocals of Singer and Composer Jasraj Joshi ~*

**Pune** –Radio City India's first and leading FM broadcaster launched an anthem especially for its listeners in Maharashtra. Beautifully rendered in Marathi by popular singer, **Jasraj Joshi** the anthem is customised and designed for 10 stations including – Pune, Ahmednagar, Nagpur, Nashik, Kolhapur, Akola, Nanded, Sangli, Solapur and Jalgaon. The anthem redefines 'local' by capturing the essence of each city of Radio City's presence in the state, instilling a sense of city pride amongst the listeners.

The anthem has been created taking into consideration intricacies of each city and by sourcing unique stories from each of them. Each station has its own stationality tune that invokes a sense of city pride amongst its listeners. Radio City's Pune anthem highlighted nuances of the city that connects well with all Pune-kars which includes its local flavours that the city is known for like the famous Tulshibag, Buddhiche Maherghar, famous historic monuments, its strong cultural background and much more.

**EVP & National Head – Programming, Marketing & AudaCITY – Radio City, Kartik Kalla said, "The anthem is a testament to our philosophy of 'Rag Rag Mein Daude City'. We are a leading radio network in Maharashtra covering 11 cities and are proud to launch Rag Rag Daude City Anthem in Marathi for our Maharashtrian listeners after receiving an overwhelming response from our Hindi, Gujarati, Kannada, Tamil and Telugu anthem. Sung beautifully by the talented Jasraj Joshi, the anthem reinforces that Radio City lives and breathes what truly a Pune-kar lives and breathes."**

**Singer, Jasraj Joshi said, "It was a moment of pride for me to lend my voice to an anthem that is completely about Maharashtra and embodies the true spirit of the state. I am glad that Radio City envisioned this anthem and gave the people of Maharashtra a song that they could be proud of."**

Radio City's belief of 'Rag Rag Mein Daude City' encourages its listeners to take pride in their city and seeks to build a stronger emotional connect with them. As a part of the philosophy, the network has adopted a unique city-specific approach towards content that is deeply rooted in local flavour, culture and nuances.

### **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, 2016, Radio City reached out to over 49.60 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 42 other web-stations, through its digital interface, [www.radiocity.in](http://www.radiocity.in).

Radio City has been ranked number one in the 'Media Industry' and number two in 'Best Companies for Hiring and Welcoming' categories by Great Place to Work in 2015.

For further details, log on to [www.radiocity.in](http://www.radiocity.in).