



Radio City and Mr. X strum-up a fine tune!

~Radio premiere with the star cast only on 'Kasa Kai Mumbai' ~

Mumbai, March 13, 2015: Radio City 91.1 FM delighted its listeners with the exclusive radio premiere of the music from the much awaited 3D action-thriller, **Mr. X**. The music which will be released by global music giant Sony Music, was premiered on the morning show 'Kasa Kai Mumbai' with RJ Archana and RJ Salil. Making this occasion even more memorable was the presence of ace director Mr. Mahesh Bhatt along with Vikram Bhatt, the suave Emraan Hashmi, Music composer Ankit Tiwari & the lovely Amyra Dastur. The music of the movie was premiered for the first time on air on Radio City's airwaves. RJ Salil along with the star cast unveiled the music plaque with Ankit Tiwari crooning the songs of the movie.

Talking to the effervescent RJ Archana, Mr. Mahesh Bhatt was seen enjoying himself as he relished his experience of turning a singer for the first time with the title track of '**Mr. X**' composed by Jeet Gannguli. Mahesh Bhatt took the gathering with storm as he along with Emraan Hashmi rapped to the beats of the title track of the movie. Amyra Dastur shed light on the filming of the intimate scenes in the movie while Vikram Bhatt discussed on the main plot of the movie. Ankit Tiwari mesmerized everyone with his voice as he doled out his expertise! The studio was abuzz with exhilaration as the music composer shared the insights about their inspiration & the thought behind the music of the movie.

We strongly believe that the music of Mr. X from Vishesh Films and Fox Star Studios will be another huge winner for Sony Music this year and with the strong and integrated partnership with India's premier radio station Radio City, the music will be showcased wonderfully on the platform and engage the listeners – **Mr. Sanujeet Bhujabal – Senior Director Marketing – Sony Music India Entertainment Pvt. Ltd.**

Commenting on this initiative, **Mr. Kartik Kalla, National Programming Head, Radio City 91.1 FM** said, "*At Radio City, we truly believe in offering our listeners an exclusive access to the music that they have been eagerly awaiting. We are extremely glad to host the radio premier & I am sure our listeners are going to enjoy the melodious tracks of Mr. X.*"

Starring Emraan Hashmi & Amyra Dastur, '**Mr. X**' is a story of how a man gets invisibility powers, and becomes a vigilante to take on revenge from people who have wronged him. The music of the movie is composed by Ankit Tiwari & Jeet Gannguli.

To catch the beautiful tracks from the movie, stay tuned to 'Kasa Kai Mumbai' from 7.00am - 11.00am only Radio City 91.1FM.

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