

RAG RAG MEIN
DAUDE CITY.



Radio City runs through the veins of 5.25 crore Indians says AZ Research, making it the largest radio network across the country

Mumbai, 12.06.2017: [Radio City 91.1FM](#), the country's leading radio network, has maintained its listenership stronghold across the nation, according to the latest radio listenership survey conducted by AZ research. **The AZ research survey shows that Radio City holds the top position with a listenership across 5.25 crore Indians.**

The AZ study was conducted across 23 cities amongst SEC 12+ All Day part all day to understand the FM Radio listening behavior vis-à-vis other mediums. The report summarizes city wise as well zone wise listenership data, and shows trends in each part of the country.

In 15 out of 23 cities, Radio City tops the chart as the most recalled station as per the recent AZ survey. Radio City is as a leader in *National Capital Region* with **92.78 lakh listeners** and also emerged as the most preferred radio network with a listenership of **2.2 crore** in the Western India markets.

Seeing **Mumbai garner a reach of 84.93 lakh listeners, Radio City Ahmedabad touching the lives of 41.26 lakh listeners** and **Pune pulling in with 34.97 lakh listeners** we can truly say we stand by our philosophy of "Rag Rag Mein Daude City". This philosophy aims to invoke the feeling of City Pride amongst the citizens and galvanizes a stronger emotional connect with the listener through a 'micro local' content approach that reflects the city's fabric, culture and nuances.

Radio City dominated the southern market by reaching across **1.3 crore** listeners in Bangalore, Chennai, Hyderabad, Coimbatore and Vizag.

Kartik Kalla, EVP & National Head – Programming, Marketing, AudaCITY, Radio City, said, "As AZ Research suggests that radio reaches to a much wider audience as compared to Television. Reaching 5.25 crore Indians has reiterated what we have always believed in - the fact that India's first private FM with 15 years of radio expertise is the number 1 radio network across the country."

http://www.azresearch.in/articles/Radio_City_ResearchSMP_2017.pdf

Stay tuned to India's Number 1 Radio Station Radio City 91.1FM!!!

About Radio City 91.1FM:

Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakashan Ltd. Radio City is the first and oldest private FM radio broadcaster in India with 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 terms of average listenership share (in percentage) in Bengaluru and Mumbai with 24.17% and 17.10% 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).. Radio City has introduced humour on radio with Babbar Sher, launched agony aunt solving love problems with Love Guru, and also launched singing reality show in India with Radio City Super Singer. Radio City has initiated Radio City Freedom Awards and also operates a web radio on www.radiocity.in. which has 40 stations February 22, 2017.

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 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. Led by the philosophy of Rag Rag Mein Daude City, the brand is driven by the passion and the pride that listeners feel for and associate with their city. For further details, log on to www.radiocity.in.