



Radio City's Rag Rag Mein Daude City campaign reigns at the Goa Fest 2017

Scarecrow Communications bags 5 awards for Radio City in the Radio & Radio Craft category

Mumbai, 11.04.2017: Radio City, India's first and leading FM broadcaster's creative agency Scarecrow Communications swept the Goa Fest 2017 with 5 awards in the Radio & Radio Craft category for Radio City. Radio City conquered the award season last year by leading the tally across Golden Mikes, Indian Radio Forum, New York Awards and Grand Prix.

The victory run began with the agency bagging 2 silver metals in the category 'Radio Single' spots for Mumbaikar & Delhi-ite created on the theme of Rag Rag Mein Daude City that brought out the true spirit of being a Mumbaikar and a Delhi-ite. In the Writing category-- the agency won silver for the spot on Delhi-ite and bronze for the spot created for Mumbaikar. In the Voice Over category - Mumbaikar spot bagged the silver award. All the spots were created keeping in mind Radio city's brand ideology Rag Rag Mein Daude City.

An elated Kartik Kalla, EVP and National Head – Programming, Marketing and Audacity - Radio City, said, "Creativity is synonymous to Radio City and Scarecrow. Since 3 years it has been a collaborative effort of creative thinking and creative executions for all our campaigns. On behalf of Radio City we would like to congratulate Scarecrow Communications for reigning the awards in the Radio & Radio Craft category at the Goa Fest 2017".

Manish Bhatt, Founder, Director - Scarecrow Communications says,"This year completes the hat-trick for Scarecrow Communications and Radio City winning together. Scarecrow as an agency has been known for winning a lot of radio awards and Radio City has played a significant role in that. They have always been enthusiastic to do something crazy and have always supported us with our ideas. This year's campaign 'Rag Rag Mein Daude City' has already been a huge success with the song and the ads becoming a rage. And now the radio spots of the same campaign have won with a 100% record at this year's Goafest. We entered it in 5 categories and it has won in all 5."

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 Babber 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 planetradiocity.com 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.planetradiocity.com.