

Radio City 91.1FM triumphs ‘Cricket Meri Jaan’ with Mumbai Indians

 **Radio City 91.1FM partners with Mumbai Indians for the 6th time in a row**

Mumbai – 7th April 2017 –The cricket craze is expected to reach its heights with the most entertaining and exciting game format –IPL which completes a decade this year. To celebrate the theme ‘Cricket *Meri Jaan*’ this IPL 2017, Radio City 91.1FM, yet again associates as the **Official Radio partner** of Mumbai Indians for the 6th time in a row. Through Cricket Meri Jaan, Radio City aims to bring out the true Mumbai Indian spirit amongst the fans.

Mumbai Indians this year plan to connect with the hearts of all the Mumbaikars and celebrate the spirit of championship that each and every citizen across the nation could identify with. In tandem, Radio City rolls out contests #MIFanContest to find the biggest and the craziest fan of the team. All the RJs of Radio City along with the listeners would get together to cheer for the team. A few lucky winners would stand a chance to win exclusive Mumbai Indian merchandise and tickets of the matches and Meet and greet the Mumbai Indians Paltan. Radio City 91.1FM in Mumbai will change revamp the TOH around the Mumbai Indians anthem.

Commenting on the partnership, Mr. Sanatkumar Mishra, Senior Vice President Marketing, Radio City says “The pride that a Mumbaikar feels for Mumbai Indians is something that is echoed with Radio City’s brand ideology Rag Rag Mein Daude City. We are extremely excited to associate with Mumbai Indians for the 6th time as the official radio partners and celebrate the success of IPL with Mumbai Indians which completes a decade this year.”

Mumbai Indians- MITV, app, would be a one stop shop for all Mumbai Indians fans, The app would give live score updates, exclusive team content, exciting information and trivia about their favorite players and much more. Interesting content, catchy slogans, RJ Mentions and jingles would inoculate the fever of Mumbai Indians spirit amongst listeners and keep them hooked on to their favourite radio station Radio City 91.1FM.

Stay tuned to Radio City 91.1 FM to participate & win tickets and much more for all the excitement as Mumbai Indians get on the field!

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 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.