

## **Radio City Brings Alive the Magic of Royal Stag Barrel presents MTV Unplugged Season 7 on air**

**Radio City to Broadcast Mesmerising Performances by legendary artists from Royal Stag Barrel presents MTV Unplugged season 7 like Shankar Mahadevan, Vishal and Rekha Bhardwaj and Farhan Akhtar to name a few**

**Mumbai, 2<sup>nd</sup> January 2018::** Radio City 91.1FM, India's leading radio network, today announced its association with Royal Stag Barrel Select MTV Unplugged Season 7, a property that showcases the country's biggest musical maestros performing their chart-topping numbers. As a part of this collaboration, Radio City will play rich performances by exemplary artists from Royal Stag barrel presents MTV Unplugged season 7 on-air across 25 of Radio City's Hindi speaking markets. The six-week music extravaganza will witness Radio City play artist performances from the show on weekends, every Saturday, between 9:00PM to 10:00PM with a repeat broadcast every Sunday, between 7:00PM to 08:00PM.

The latest season of Royal Stag barrel presents MTV Unplugged season 7 will showcase performances from music legends such as Vishal Bhardwaj, Farhan Akhtar and Shankar Mahadevan and sons. While Vishal Bhardwaj will be seen with his wife Rekha Bhardwaj, Shankar Mahadevan will perform with his sons Sidharth and Shivam. The show will also witness Armaan and Amaal Malik in their acoustic style for the very first time. Additionally, artists like Papon and Monali Thakur are expected to light up the show with their brilliant performances.

Commenting on this collaboration, **Kartik Kalla, EVP & National Head – Programming, Marketing & AudaCITY – Radio City 91.1FM** said, "Radio City is proud to be associated with MTV's most popular show MTV Unplugged for its 7<sup>th</sup> season. The association will allow our listeners to groove to the music performed by top music maestros in India. The show has been a clear favorite with audiences for showcasing amazing performances and through this association, Radio City would be a proud catalyst to amplify the reach of the show to the next level across the nation"

**Speaking about the association, Farzad Palia, head of youth & English Entertainment channels at Viacom18** "Unplugged is a path breaking concept and it is the only musical property in the country that reinvents music in the most unimaginable way possible. For years Unplugged has enamored the audience with beautiful musical renditions and in its seventh season we are happy to partner exclusively with one of India's most popular radio networks, Radio City. Our partnership with Radio City will definitely help us keep pace with the enormous demand for the content from Unplugged."

The seventh season of Royal Stag Barrel Select MTV Unplugged with popular names from the music world kick started on December 9. Do tune into Radio City to catch all the action from the biggest artists in the country on your favorite radio network!

---

### **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 16 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, 2017, Radio City reached out to over 52.5 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 Baber 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 Mein Daudet 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 flavour on-air. The network provides terrestrial programming along with 48 other web-stations, through its digital interface, [www.radiocity.in](http://www.radiocity.in).

Radio City has been featured consistently in 'India's Best Companies to Work For' study conducted by Great Place to Work Institute. The network has repeatedly been called out as amongst the best in the media industry. In 2017, the company was included in the list for the 6th time.

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