



Radio City Collaborates with Noida Metro Rail Corporation, Becomes the First Radio Network to provide Customized Content for Metro Commuters in Delhi NCR

Noida Metro Ka Apna Radio Station, Radio City plays curated content in Hindi across 21 metro stations

New Delhi, 20th February 2019: Taking the entertainment quotient a notch higher, Radio City, India's leading radio network has partnered with NMRC (Noida Metro Rail Corporation) to provide passengers with a unique in-transit entertainment experience. Radio City delivers seamless and latest hyperlocal content consisting of music, entertainment and trivia focused around Noida, Greater Noida and NMRC across all 21 stations of the NMRC Aqua Line. The co-branded feed titled, "Radio City NMRC –Noida Metro Ka Apna Radio Station", plays curated content in Hindi from Sector51 in Noida to The Depot Station in Greater Noida, covering 29.7 KMs metro corridor.

After a successful partnership with LMRC (Lucknow Metro Rail Corporation), to offer specialized content across 8 Lucknow Metro Stations, Radio City replicates the feat amongst the listeners and commuters of Noida. The Aqua Line was inaugurated by Yogi Adityanath, Hon'ble Chief Minister of Uttar Pradesh on 25th January 2019 and the commercial services for commuters began on 26th January 2019. Radio City network is providing exclusive entertainment on the Aqua Line from the day of commencement of the commercial services. The Noida Metro makes commute easier and trendier for the residents of Noida, with Radio City's entertaining with mood mapped music.

Commenting on the partnership with NMRC, Apurva Purohit, President, Jagran Group said, "Radio City has always been a pioneer in creating innovative ways to provide listeners with content that is suited best for their preferences. Partnering with NMRC is a testimony to our expertise on exploring new avenues of entertainment in emerging fields such as the next generation mobility of hyperlocal experiences. Being the first radio network to provide customized in-transit entertainment to metro commuters, we believe this synergy will help us not only reach a larger audience base but also make their transit experience a pleasant one and give them specialized relevant content."

Expressing his views on the partnership, Alok Tandon, CEO, Noida Metro Rail Corporation, said, "We are really excited about NMRC's partnership with Radio City. Radio City is the best radio network when it comes to understanding the essence of the city and what connects best with its audience. Being one of the oldest players in the radio industry, we couldn't have had anything better, and we look forward to this successful partnership."

Radio City 91.1FM in Delhi installed a radio studio at NMRC Sector 51, Noida on 20th February 2019. Radio City's most loved jocks, RJ Ginnie, Divya, Yuvi, Aadi–Manav broadcasted their



respective shows LIVE from the metro station from 7:00am to 9:00pm, and gave Noida citizens a treat of foot tapping music and entertainment.

Radio City has been ruling air waves since 17 years and has been a leader in one of the most competitive and prominent markets such as the capital city of India by pioneering intellectual properties and innovative content across entertainment genres. The partnership with NMRC further highlights how Radio City lives true to its brand philosophy by providing locally relevant content to the listeners, infused with regional flavour, thereby truly establishing, 'Noida Ki Rag Rag Mein Daude Radio City.

About Radio City

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 17 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 67 million listeners in 34 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 Rag Mein Daude Radio 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 52 other web-stations, through its digital interface, 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 2018, the company was included in the list for the 7th time, according to the GPTW survey in 2018, Radio City ranks 8th amongst the 100 Best Companies to work for in the Media and Entertainment Industry as well as the best career management

For further details, log on to www.radiocity.in