

## Radio City Reignited the Navratri Spirit with the 9th Season of Garba Premier League in Gujarat

**Gujarat: 9 October 2019:** Radio City, India's leading radio network, organised yet another fun-filled season of one of its oldest and most celebrated properties in Gujarat, The Garba Premier League 2019. After making listeners dance to its tunes for the last 8 years, the 9th Season of Radio City's Garba Premier League culminated the grand festivities of Navratri, celebrating the victory of good over evil and the undying spirit of love, dance, and togetherness.

To celebrate the Navratri festival in Gujarat, Radio City team and RJ's through Garba Premier League visited 40 societies in Ahmedabad and 35 societies each in Vadodara and Surat between 29 September and 8 October 2019. On the auspicious day of Dusshera, the vibrant Garba dance competition concluded with the 5 shortlisted couples battling it out for the bumper prize and one *Jodi* winning the title of Garba Premier League Champions for 2019 each from Ahmedabad, Surat and Vadodra. During Navratri for 9 days as part of a special on-air segment, Radio City treated its listeners with Ambe Ma ki Aarti at 9:00 pm followed by the most popular, foot tapping nonstop Garba songs up to 1:00 am.

Bringing to the fore the true flavour of Gujarat, Radio City's Garba Premier League was successful in strengthening ties and garnering immense popularity among Garba enthusiasts. Showcasing the brand's philosophy of '*Rag Rag Mein Daude City*', the activity has truly imbibed the festival's local fervour and grandeur. With each passing year, Radio City looks forward to celebrating Navratri and Dusshera with its listeners and bringing cheer and warmth to their lives.

### **About Radio City:**

Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakashan Ltd. Being the first FM radio broadcaster in India and with over 17 years of expertise in the radio industry, Radio City has consistently been the number one radio station in Bengaluru and Mumbai with 24.5% and 15.7% average listenership share respectively. (Source: RAM Data, TG: 12+ Period: Week 1, 2013 to Week 21, 2019). Radio City Delhi ranks #2 with 13.4% average listenership share (Source: RAM Data, TG: 12+ Period: Week 1, 2019 to Week 21, 2019).

Music Broadcast Limited currently has 39 stations across 12 states, comprising 62% of the country's FM population. Radio City reaches out to over 69 million listeners in 34 cities covered by AZ Research 2019 (Source: AZ Research Report). The network provides terrestrial programming along with 18 other web-stations, through its digital interface, [www.radiocity.in](http://www.radiocity.in).

Radio City has spearheaded the evolution of FM radio by offering content that is unique, path-breaking and invokes city passion amongst listeners with its brand philosophy of "Rag Rag Mein Daude City". The network introduced humour and the concept of agony aunt on radio with

Babbar Sher and Love Guru respectively. It also initiated Radio City Freedom Awards, a platform to recognize independent music and provided a launch pad to budding singers with Radio City Super Singer, the first singing talent hunt on radio.

Radio City bagged 73 awards across national and international platforms like Golden Mikes, India Radio Forum, New York awards, ACEF awards etc. in 2018-2019. Radio City has consistently featured for the 7th time in 'India's Best Companies to Work For' study conducted by Great Place to Work Institute. In 2019, Radio City ranked 6th in 'Best Large Workplaces in Asia', according to the GPTW survey.

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