



Radio City Jumps to the No 2 spot in Delhi as per the latest 4 weeks of RAM Ratings

Innovation Driven Approach and Creative Content Soars Radio City's Share% to 12.4% (Source: RAM, Delhi, 12+ All)

Mumbai : May 08, 2018: Radio City 91.1FM, India's leading radio network, backed by its innovative and enriching content has yet again dominated the capital city of India, emerging as a strong no.2 radio station as per the RAM (Radio Audience Measurement) ratings in Delhi for the week 12-15, 2018. Pioneering unique 360-degree intellectual properties spread across entertainment genres and superiority in programming content helped, Radio City secure a remarkable Share% of 12.4% over the past four weeks.

Radio City is #2 based on Share % in Delhi. (Source: RAM, Markets: Delhi, Demographic: 12+ All, Statistic: % Share, Daypart: Mon-Sun 12 am - 12 am, Place of Listening: All, Week 12-15 2018).

Commenting on the performance, **Mr. Abraham Thomas, CEO, Radio City said**, "We are very excited to see growth in reach for Radio City in Delhi over the past few weeks. These ratings reinforce the loyalty conferred by our listeners in the city and encourages us to continue our effort in providing them with enriching content. Our innovation first approach has truly paid off as we can see that our station has emerged No.2 in Delhi amongst listeners and advertiser. Truly Dilli ki Rag Rag Mein Daude Radio City"

Radio City has also emerged as the No.1 player as per the latest RAM ratings In Bangalore with Share % of 25.4% Source: RAM, Market: Bangalore, Demographic: 12+ All, Statistic: % Share, Daypart: Mon-Sun 12 am - 12 am, Place of Listening: All, Week 12-15 2018). Radio City ranks No 1 in Mumbai with Share % of 16.5% Source: RAM, Market: Mumbai, Demographic: 25-44 Sec AB, Statistic: % Share, Daypart: Mon-Sun 12 am - 12 am, Place of Listening: All, Week 12-15 2018).

Radio City's consistent top rating once again proves its popularity in one of the most competitive and prominent markets by providing its listeners with innovative and clutter breaking content

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. 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 humor 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 Daude 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 51 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 2017, the company was included in the list for the 6th time.

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