

Radio City 91.1FM gets Maximum Music to Patiala!! Rag Rag mein Daude Patiala City

~Radio City, a part of Music Broadcast Limited launches the station in the royal city of Punjab with Daler Mehndi~

Patiala, 15.12.2016: Radio City, country's first and oldest private FM radio broadcaster today announced the launch of Radio City 91.1 in Patiala, the royal city of Punjab. Patiala's 'Son of the Soil', popular Punjabi pop artist Daler Mehndi in his versatile style introduced the network's key properties to the city.

Carrying forward the mantle of 'Rag Rag Mein Daude City' the radio network will focus on content that appeals to all the Patialvi's, from the foot thumping Punjabi Bhangra to the popular 'Love Guru' in Punjabi, from city happenings to humor, an experience like never before for the listeners in the city.. Knowing Patiala's love for music, the new station promises to be a one stop destination for maximum music in Patiala.

On the occasion of the launch **Mr. Abraham Thomas, CEO, Music Broadcast Limited** said "With the launch of our station in Patiala, we mark our expansion in the state of Punjab. With each new city that we enter, we continue to spread our brand ethos - "Rag Rag Mein Daude City. We promise to give our listeners the best of localized and customized content and with this launch, we are elated to introduce Love Guru in Punjabi for our listeners in Punjab.

"Radio City vich apna puraana rishta hai. There are very few brands who understand the essence of good music and the mindset of a listener. Radio City does both, and I welcome them to Patiala with open arms ,Hun Rag Rag vich Daudega Music bemisaal, Daler Mehndi de naal", quoted the much acclaimed singer Daler Mehndi at the launch.

Music Broadcast Limited currently has 39 stations, including 11 newly acquired stations in Phase III auctions covering Kanpur, Ajmer, Kota, Bikaner, Udaipur, Patiala, Patna, Jamshedpur, Nasik, Kolhapur, and Madurai. Radio City also operates a web radio on Planetradiocity.com which has 40 stations as of now.

Rag Rag Mein Daudega Radio City, FM Bole Toh 91.1 FM!!

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 Bengaluru and Mumbai with 24.1% and 17.2% respectively (Source: RAM Data: All SEC 12+, % Share, Week 01 2013 to Week 37 2016; Bengaluru and Mumbai) and reaches out to over 49.60 million listeners in 23 cities covered by AZ Research. Radio City has introduced humour on radio with Babber Sher, launched agony aunt solving love problems with Love Guru, and also launched singing

reality show in India with Radio City Super Singer to recognize the independent singers & musicians. Radio City has initiated Radio City Freedom Awards and also operates a web radio on Planetradiocity.com which has 40 stations as of date.

Music Broadcast Limited currently has 39 stations, including 11 newly acquired stations in Phase III auctions. Radio City in its third phase of expansion has recently launched Kanpur station and will be launching, Ajmer, Kota, Bikaner, Udaipur, Patiala, Patna, Jamshedpur, Nasik, Kolhapur, and Madurai soon.

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.

About Music Broadcast Limited:

MBL was incorporated as 'Music Broadcast Private Limited' on November 4, 1999, as a private limited company under the Companies Act, 1956. It was converted into a public limited company pursuant to a resolution of the shareholders at an extraordinary general meeting held on June 15, 2015 and consequently, the name of the company was changed to Music Broadcast Limited.

Disclaimer

"Music Broadcast Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, an initial public offering of its equity shares (the "Equity Shares") and has filed a draft red herring prospectus (the "DRHP") with the Securities and Exchange Board of India ("SEBI"). The DRHP is available on the website of the SEBI at www.sebi.gov.in and the websites of the Book Running Lead Manager at www.icicisecurities.com.

Any potential investor should note that investment in Equity Shares involves a high degree of risk. For details, potential investors should refer to the section titled "Risk Factors" in the red herring prospectus to be filed with the Registrar of Companies. Investors should not refer to the DRHP for making any investment decision."