

## Radio City's Royal Treat to Rajasthan

- *Radio City, a part of Music Broadcast Limited strengthens its presence in Rajasthan with the launch of 4 stations: Ajmer, Udaipur, Kota, Bikaner*
- *Fortifies its footprint with 5 stations in Rajasthan*

**12.12.2016: Radio City**, country's first and oldest private FM radio broadcaster strengthens its presence in the state of Rajasthan by launching 4 more stations: **Ajmer, Udaipur, Kota and Bikaner**. Close on the heels of the power packed launch of its 6<sup>th</sup> station in UP; Radio City now expands its reach to 5 stations in Rajasthan. Fortifying its footprint, Radio City launched Radio City Ajmer 104.8 FM on 10<sup>th</sup> December 2016 and today announced the launch of Radio City 91.9FM in Udaipur and Radio City 91.1FM in Kota followed by an upcoming station in Bikaner.

Radio City promises to provide to its listeners an experience like never before with MAXIMUM MUSIC from melodious romantic music to harmonious wistful retro music, from the foot thumping new age peppy songs to heart rendering ghazals. .

On the launch **Mr. Abraham Thomas, CEO, Music Broadcast Limited** said, *"With launch of our 4 new stations in the key markets of Rajasthan, we are excited to become a strong radio network, covering 5 cities in the state now. After a heartwarming response in Jaipur, we are all set to entertain our listeners in Ajmer, Udaipur, Kota and Bikaner. We want to give our listeners the best of localized content and entertainment in sync with our ideology Rag Rag mein Daude City."*

The station launch in Udaipur not only saw a grand and a royal procession from the Radio City office to the Maharaja palace to seek his blessings, also Bollywood heartthrob Hrithik Roshan in his impeccable style introduced Love Guru, Babbar Sher, Kal Bhi Aaj Bhi on air.

*"I would like to congratulate Radio City for a terrific launch of 4 stations in Rajasthan including Ajmer, Udaipur, Kota & Bikaner. I believe Radio City's attempt to provide maximum music in the state will win many hearts as it has across the nation. I am sure that the listeners too will groove to the melodies on air as much as I did".* **said Hrithik Roshan**

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 also operates a web radio on [Planetradiocity.com](http://Planetradiocity.com) which has 40 stations as of date.

- **Rag Rag mein Ajmer City, FM Bole Toh Radio City 104.8 FM!!**
- **Rag Rag mein Udaipur City, FM Bole Toh Radio City 91.9FM!!**
- **Rag Rag mein Kota City, FM Bole Toh Radio City 91.1FM!!**

- **Rag Rag mein Bikaner City, FM Bole Toh Radio City 91.1FM!!**

**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](http://Planetradiocity.com) which has 40 stations as of date.

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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](http://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](http://www.sebi.gov.in) and the websites of the Book Running Lead Manager at [www.icicisecurities.com](http://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."

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