



Radio City Rejoices in the Navratri Fervour with the 8th Season of Garba Premier League in Gujarat

Mumbai: 12th October 2018: Radio City, India's leading radio network initiated the Navratri festivities in Gujarat with a fun filled 8th Season of the most famous property, Garba Premier League 2018. Radio City celebrates the spirit of festival, dance, fervour and ecstasy with intense Garba competition across various societies in Ahmedabad, Baroda and Surat culminating with a grand finale on the day of Dusshera.

Radio City team along with the RJ's will be visiting 40 societies in Ahmedabad, 35 societies in Surat and Vadodra respectively starting 10th October -18th October 2018. Radio City team along with the Radio City RJ's will shortlist 5 jodis everyday across each society on the basis of their enthusiasm and Garba talent. The shortlisted teams from each society will compete on the day of Dushhera at the grand finale on 19th October 2018 and the winner couple will be bestowed with a grand prizes.

Radio City's Garba Premier League as a property over the years has garnered immense popularity in Gujarat amongst the listeners and the Garba enthusiasts. The property has imbibed Radio City's philosophy of 'Rag Rag Mein Daude City' and soaked itself in the local flavour and zest of Gujarat. Radio City wishes all the listeners a happy Navratri and Dusshera 2018

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 15 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 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 humour and the concept of agony aunt on radio with Babber 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 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 flavor on-air. The network provides terrestrial programming along with 43 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.