

Radio City's 'Meri Pehli Udaan' Campaign Gives Wings to the Listener's Dreams

In association with AirAsia, Radio City gifts 4 lucky winners from Ahmedabad and Baroda each, their first international trip to Bangkok.

Ahmedabad, 29th July 2019: Radio City, India's leading radio network, gave flight to the dreams of lucky listeners from Ahmedabad and Baroda, through '**Meri Pehli Udaan**', a first ever audio travelogue by gifting them their maiden international holiday. The initiative, in association with AirAsia, encapsulated the stories, emotions, and experience of the first-time international travelers. 4 winners each from Ahmedabad and Baroda along with the Radio City's RJ Harshil and RJ Jahnavi embarked on a memorable trip to Bangkok on July 26th, 2019 to experience the delight of exploring a new country for the first time.

As a part of the on air plan, Radio City's RJ Harshil and RJ Janavi encouraged listeners to share their reason to travel abroad for the first time. After receiving an overwhelming response of entries, Radio City urged listeners to vote for the best story, finally crowning 2 winners from each city to fly along with RJ Harshil and RJ Janavi to Bangkok. Further adding an entertaining twist to the campaign, through an informative segment, '*Passport ki Paathshala*', Radio City RJs posed as Mota Bhai (elder brother) and Chota Bhai (younger brother) and educated listeners about the application of passport and other necessary details that would make the trip a memorable one.

The contest was extended on ground, where Radio City chose additional 2 lucky winners at EVA Mall in Baroda and Ahmedabad One Mall in Ahmedabad. Radio City decorated the malls as famous Bangkok destinations like the Grand Palace, Temple of Emerald Buddha, to give the citizens a sneak peek about the country. As a part of the campaign, Radio City team assisted the winners with necessary information about the city to ensure they have a seamless and memorable holiday.

Speaking about the success and reach of the campaign, **Mr. Kartik Kalla, Chief Creative Officer, Radio City**, said, "At Radio City, we devise and execute campaigns staying true to our brand philosophy of '*Rag Rag Mein Daude City*'. Radio City has always been a forerunner in giving its listeners a one of its kind experience that stays with them for a lifetime. First international trips are always special and in a bid to gift this to our listeners, we partnered with AirAsia through Meri Pehli Udaan. This association is a testimony to our expertise on exploring new avenues to touch base with our listeners. We at Radio City understand the pulse of our listeners and campaigns like these ensure the brand always maintains top-of-the-mind recall amongst its audience.

"AirAsia has seen a surge of Indians showcasing the zeal to experience new cultures around the world. With over 30 million tourists travelling to Thailand every year, Bangkok has been one of the most favorite destinations for first-time flyers. This campaign with Radio City highlights our vision 'Now everyone can fly' and gives these winners a chance to explore the world and make unforgettable memories. Radio City is undoubtedly the only network that understands the essence of the city and what is best suited for its listeners. Our partnership with them will

definitely help us connect with our flyers and grow demand for air travel from Gujarat,” said **Rajkumar, Head of Marketing, AirAsia.**

‘Meri Pehli Udaan’ is yet another ground-breaking campaign from Radio City, which amplifies its core motto of ‘Rag Rag Mein Daude City’. With initiatives like these, Radio City continues to strengthen the bond with the citizens and the city by being an air to their flight and make their trip a special one.

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.

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 humor and the concept of agony aunt on radio with Babber 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.