



Radio City continues its dominance for 3 years with the highest listenership of 6.9 crores, as per the latest AZ research findings

Tops the North, South and West zone as an absolute leader amongst radio networks in the country

Mumbai, 30th May 2019: Radio City, India's leading radio network, has once again topped the charts as the nation's numero uno radio station according to AZ Research's Baseline Study 2019. Radio City garnered a massive listenership of 6.9 crores across 34 markets with the highest listenership in the North, West and South zones. Imbibing the brand philosophy of 'Rag Rag Mein Daude City' that invokes city passion for the listeners, Radio City continues its hegemony in listenership across the nation.

Crowning the highest listenership of 91 lakhs in Mumbai, Radio City achieved top positions in Pune (40 lakhs), Ahmedabad (39 lakhs), Surat (36 lakhs), Nagpur (22 lakhs), Jaipur (20 lakhs), Nashik (12 lakhs), Baroda (12 lakhs) and Ahmednagar (7 lakhs), emerging as the top player with a listenership of 2.9 crores in the West zone. Correspondingly, North Zone and South zone also witnessed Radio City leading with the highest listenership of 2.06 and 1.8 crores respectively. Radio City's remarkable achievements also include attaining the highest listenership of 109 lakhs and 62 lakhs in Delhi and Bangalore, respectively.

Commenting on this staggering performance, Mr. Ashit Kukian, CEO, Radio City, said, "Radio City, through path breaking, localized content and mood mapped music, has successfully struck the right chord with the listeners. AZ research findings of Radio City, running in the Rag Rag of 6.9 crore Indians, is a testimony of the trust that our listeners across the nation have bequeathed upon us. The results are a compelling reflection of Radio City's PAN India strength and our efforts to solidify the brand connect with our listeners. It is indeed motivating, and will helps us go from strength to strength and continue to be the radio network loved by majority of listeners in the nation."

Mr. Sujay Misra Managing Director AZ Research "In the cluttered radio market, it is imperative for a station to understand what listeners in each market want and create their content in accordance. Radio city has a deep understanding of the finer nuances of each individual city and hence has taken an unassailable lead over the competition and are constantly evolving to the changing needs of listeners. Well done Radio City!"

The research was conducted from mid-March 2019 to mid-April 2019, across 34 cities in India, by interviewing 10200 respondents (300 in each city) .The respondents belonged from 12 + years , SEC A, B, C, D,E both male and female. Having the highest listenership, Radio City continues to rule the roost with innovative and engaging content, and has successfully maintained a leadership position in the industry and the rag rag of listeners.

Please find the presentation http://azresearch.in/articles/AZ_Baseline_Listenership_2019.pdf

About Radio City

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 17 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: RAM 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 69 million listeners in 34 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 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 Radio 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 52 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 2019, Radio City ranked 6th in 'Best Large Workplaces in Asia', according to the GPTW survey 2019. In 2018, the company was included in the list for the 7th time, according to the GPTW survey in 2018, Radio City ranks 8th amongst the 100 Best Companies to work for in the Media and Entertainment Industry as well as the best career management.