

## **Radio City culminated “MatKar” campaign with a Motorcycle Rally to generate voting awareness in Delhi**

Radio City, India’s leading radio network culminated ‘MatKar’, a voting awareness initiative in Delhi with a Harley Davidson (Harley Owners Group) Motorcycle Rally in support with the Election Commission on 10<sup>th</sup> May, 2019, which started from India Gate to Central Park in New Delhi. The motorcycle rally was flagged off by **Mr. Kartik Kalla, Chief Creative Officer, Radio City, Mr. Ranbir Singh, Chief Electoral Officer, Delhi, Mr. Satnam Singh, Special Chief Electoral Officer, Delhi, Mr. Charanjeet Singh, CEO, Delhi, Sveep and Radio City RJs Aadi and Manav.** The rally garnered an overwhelming response from motorcyclists and Delhiites who participated in a large number to show their support for the initiative.

With an aim to garner maximum voter turnout at the Election Day on 12<sup>th</sup> May 2019 in Delhi, the three week long Mat Kar campaign, kick-started on 22<sup>nd</sup> April, created awareness by urging listeners to vote through on-air, on-ground and digital mediums. The campaign has been supported by the first voter of the country Shri Shyam Sharan Negi who is 102 years old and various stand-up comedians like Gaurav Kapoor, Hasya Kavi- Ashok Chakradhar, Arun Gemini amongst others.