



## **Radio City's 'City ki Bullet - Season 2' reaches its crescendo; culminates with an astounding 3, 50,000 entries in Udaipur**

~One lucky winner from Udaipur becomes a proud owner of a Royal Enfield~

**Udaipur, 03:07:17** Radio City 91.9 FM, India's leading radio network, today announced the culmination of its mega campaign - 'Radio City ki Bullet - Season 2'. A blockbuster finale held at Lake city mall saw **Devendra Gautam** win a majestic Royal Enfield Bullet. The campaign ran from 18:06:17 till 01:07:17 and saw enthusiastic participation from over 3, 50,000 Radio City listeners in Udaipur.

True to its 'Rag Rag Mein Daude City' philosophy, the radio network ensured that it reached every corner of Udaipur through digital, print and outdoor medium. The campaign involved Radio City asking its listeners to answer questions about their city on-air. Every hour, one lucky participant was awarded a key for the coveted Bullet, making them eligible to be a part of the grand finale. Radio City also ran a contest on social media and 5 lucky online winners were also awarded the mystery keys. However, unbeknownst to everyone, only one contestant received the actual key. 50 lucky awardees were asked to try their luck and start the motorbike using their respective keys at the nail-biting event that saw Devendra Gautam win the Royal Enfield Bullet.

**EVP & National Head - Programming, Marketing & AudaCITY - RadioCity, Kartik Kalla** said, "Rag Rag Mein Daude City is at the core of our brand ethos. It defines our philosophy of making Radio City relevant for our listeners in each city, and City Ki Bullet reverberated the heartbeat of Udaipur making it exciting for our listeners. Udaipur has been an important centre for us and through this campaign, we are thrilled to have reciprocated the love that our listeners have showered on us over time."

Radio City's philosophy of "Rag Rag Mein Daude City" is aimed at fanning city pride and seeking a stronger emotional connect with the listeners. By adopting a unique city-specific content approach entrenched in local flavour, culture and nuances, Radio City has been able to strengthen its connect

with the listeners. Radio City ki Bullet is one of the biggest campaigns that headlines the network's local-first approach.

***Stay tuned to Radio City 91.9FM for more such exciting contests. You could be the next winner!***

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### **Rag Rag Mein Daude City... FM Bole Toh Radio City**

#### **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 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). As on March 31, 2016, 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. By expansion in its third phase, Radio City is now available in Kanpur Ajmer, Kota, Bikaner, Udaipur, Patiala, Patna, Jamshedpur, Nasik, Kolhapur and Madurai, as well.

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 Babbar 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 42 other web-stations, through its digital interface, [www.radiocity.in](http://www.radiocity.in).

Radio City has been ranked number one in the 'Media Industry' and number two in 'Best Companies for Hiring and Welcoming' categories by Great Places to Work in 2015.

For further details, log on to [www.radiocity.in](http://www.radiocity.in).