

## Radio City strengthens its Brand Philosophy with the launch of the second phase of 'Rag Rag Mein Daude City 2.0'

**Riding on the Back of the Enormous Success of the Digital Campaign Radio City's Brand Film, 'Taxi Driver', generates over Ten Million Views on Social Media**

**Mumbai, 17<sup>th</sup> January 2018:** Radio City 91.1FM, India's leading radio network, today unveils the Phase 2 of its incredibly successful campaign, '**Rag Rag Mein Daude City 2.0**'. Radio City's Brand campaign now enters the second phase with a 360-degree campaign across Print, TV, outdoor along with on air and digital in all Radio City's Hindi speaking markets. Radio City's brand campaign is launched on the back of tremendous results and engagement generated online for Radio City's brand film which garnered a whopping ten million views across all social media platforms.

A host of new on-air activities have been lined up to kick off the second phase, on air, aligned with the idea of knowing your city the best through five senses. Radio City's popular morning show **Kasa Kai Mumbai** will witness listeners being taken on blindfolded food trails as part of the '**Chakh ke batao**' show to take the listeners on a food trail. Similarly, the mid-morning show **Mumbai Masala**, run '**Main kahan khada hoon**' contest, that will run a month long contest each day asking listeners to guess the location the RJ is at based on the clues he shares. The evening show **Taka Tak Mumbai**, will feature **Mumbai ko sunn**' and will engage listeners to guess the location by playing specific sounds from Mumbai city that are unique to that area.

Commenting on the launch of the second phase of the campaign, **Mr. Kartik Kalla, EVP and National Head, Programming, Marketing and Audacity** said, "The passion a person feels for his city and the pride associated with the spirit of the city is something that runs deep through the DNA of Radio City. Radio, in its very essence is local and Radio City's brand campaign aims to strengthen our positioning of knowing city the best by redefining 'local' for India. After creating a storm digitally with our latest brand film - 'Taxi Driver' we plan to take Rag Rag Mein Daude City 2.0 to the next level by adopting 360 degree marketing approach across 33 Radio City markets to invoke the feeling of city pride and strengthen their passion for the city"

**Akshay Kumar while promoting his upcoming film Padman** congratulated Radio City for their new brand campaign and said "Mumbai city has always been close to my heart. The city has a distinct vibe in its identity, voice and feel. Radio City definitely boosts my ehsaas of being a true Mumbaikar."

Radio City recently screened the brand film by Radio City - Taxi Driver - at the 30th Maharashtra State Police Games 2018, in the presence of Police Commissioner, Hemant Nagrale. Taxi drivers were felicitated for their immense contribution to the city's lifeline.

Under the Rag Rag Mein Daude City 2.0, phase 2 campaign, Radio City will launch an exclusive activity, **'Mumbai Positive – Mumbai ki Choti Choti Khushiyaan!'** between 17<sup>th</sup> – 29<sup>th</sup> January. The past and present scenarios in Mumbai will be compared during the morning and evening shows. While the morning show will cover the old charm of the city, the evening show will cover the modern version of Mumbai. **"Mumbai pehle bhi khush nahi tha, abhi bhi nahi, so why don't we find #ChotiChotiKhushi in what we have?"** Radio City will then create a happiness online poll based on the videos developed during these visits to the kona kona of the city and will judge people's fondness for new v/s old places.

Launched in 2016, the **'Rag Rag Mein Daude City'** campaign touched upon an emotion that binds citizens to their CITY. In December 2017, **'Rag Rag Mein Daude City 2.0'** a refreshed campaign was launched with the unveiling of a brand film, Taxi Driver.

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#### **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 16 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 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 Daudet 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 48 other web-stations, through its digital interface, [www.radiocity.in](http://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](http://www.radiocity.in)