



## Radio City's Gig City Season 3, India's Biggest Live Radio Concert, Gears up To Enthral 6.7 Cr Indians with a Star-Studded Line-Up

- Mesmerizing performances from Armaan Malik, Sukhwinder Singh, Sachin Jigar, Monali Thakur, and Neeti Mohan

**Mumbai, 15<sup>th</sup> June 2017:** Radio City, India's leading radio network, today announced the launch of Gig City Season 3, India's biggest live multicity simulcast concert on radio, all set to entertain 6.7 Cr Indians with riveting performances from the best of the music industry including **Sachin - Jigar, Sukhwinder Singh, Neeti Mohan. Armaan Malik, Monali Thakur.**

Gig City's concept *of Aap Jahaan, Concert Wahan* has given a new dimension to the idea of a concert and has utilized radio as a medium for listeners to experience a live concert by their favorite music artists on the go. The first gig of Radio City's Gig City Season 3 featuring Sachin - Jigar is all set to kick-start on **Friday, 15<sup>th</sup> June at 7:00PM onwards and repeat on Saturday 9PM onwards.**

Gig City Season 3 will be hosted by Radio City's most popular RJ Salil who take the listeners on a nostalgic trip mingled with interesting trivia about their favorite artists.

**Commenting on the launch of the latest season of this innovative property, Mr. Abraham Thomas, CEO, Radio City said** *"Radio City's Gig City has constantly grown in stature due to its innovative proposition of Aap Jahan concert wahan and has seen massive success amongst the fraternity and music lovers nationally. The uniqueness of the concept and the stupendous response amongst advertisers has helped us extend the property on ground in multiple cities since the last two years. With the launch of Gig City Season 3, we are all set to give our listeners a bouquet of innovative and engaging content on air, online and on ground.*

**Excited for his performance at the latest season of Gig City Season 3, talented Bollywood singer and hit-maker Armaan Malik said,** *"Singing for a LIVE audience has always been a special experience for me to stay connected to my fans. Concerts bring families and friends together and are a perfect avenue for music lovers to enjoy the performances of their favourite singers. I would like to congratulate Radio City for bringing alive India's first radio concert- Gig City Season 3, to us. I am super excited for my LIVE concert through radio and connect with my fans on the go. Call out to all music lovers to tune in every Friday 7pm for an evening full of music and entertainment"*

The concerts will air **every Friday 7:00PM to 9:00PM** and a repeat **broadcast on Saturday 9:00 PM to 11:00 PM** across 25 Hindi Speaking markets.

***Tune in to Radio City and gear up for the biggest live concert on radio***

## About Radio City 91.1FM:

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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: 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 67 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 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](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)