

Radio City's 'Jal Thal Vayu' Campaign Pays Tribute to the Unsung Heroes of our Country - The Indian Armed Forces on 70th Republic Day

This Republic day, for the first time in history, a private FM Channel connects with all three bases – Army, Air-Force and Navy to honour the brave soldiers of India

Delhi, 25th January 2019: On the occasion of India's 70th Republic Day, Radio City, India's leading radio network, announced the launch of its latest campaign, 'JAL THAL VAYU' to honour the legacy and bravery of the Indian armed forces. Through this two-week long campaign, Radio City's RJ Ginnie, RJ Divya, RJ Yuvi, RJ Aadi and RJ Manav will highlight emotional and inspiring stories of India's brave sons across all three pillars of the armed forces - Navy, Army and Air-force. Through this campaign, Radio City aims to drive awareness towards the countless sacrifices made by our jawans living in treacherous conditions to protect the borders of our nation.

In a one-of-its kind initiative, 'RJs Hongay Indian Forces Ke Saath #JalThalVayu Se LIVE', on 25th and 26th January 2019, engaging security troops posted at remote locations away from their families and loved ones. Radio City will play patriotic songs and broadcast messages and wishes from the listeners for our jawans as a special Republic Day tribute. RJ Ginnie, on her morning show, 'Suno Na Dilli', will be live from the Navy base, while RJ Divya and RJ Yuvi will cover the Army base and the evening show will be aired from the Air-force base by RJ Aadi and RJ Manav.

The campaign will be replicated across Radio City stations in Punjab, Haryana, Bihar and Jharkhand.

Commenting on the launch of the campaign, Mr. Kartik Kalla, Chief Creative Officer, Radio City said, *"Radio City's #JalThalVayu is a tribute to all our soldiers, and our way of showcasing an undivided support for the armed forces. Over the years, radio has been instrumental in bringing about a positive change in the society. At Radio City, we constantly believe in innovating content which is best suited for the citizens and the essence of the city. In tandem with the patriotic spirit, we have specially created a stationality jingle for the campaign that will be played on air. I would like to wish everyone a very happy Republic Day. "Rag Rag Mein Daude Patriotism, Rag Rag Mein Daude Radio City."*

Expressing her thoughts on leading this campaign, Voice of Suno Na Dilli, Radio City's RJ, Ginnie said, *"As citizens of India, we owe a lot to the Army, Navy and the Air-force. As a small gesture of our respect, we decided to celebrate Republic day by paying a tribute to all the three forces. Through Radio City's 'Jal Thal Vayu' initiative, we are excited to hear and broadcast the stories of valor, sacrifice and patriotism of our soldiers as well as to know their other side - how do these three forces function, what is their routine life like, how do they balance their personal and professional lives, what kind of music do they listen to, etc. We are also very humbled to convey their dedications for their loved ones and bring them closer to home. For the first time in the history of radio, the RJs will be present at all three bases on Republic Day and it gives us immense pleasure to be a part of '#JalThalVayu'. This Republic Day will truly be special, in the Radio City way."*

Leading Bollywood celebrities like Arshad Warsi, Manoj Bajpayee, John Abraham, Nikhil Chinapa, Rapper Raftaar, Badshah, and eminent personalities from the Indian army, Navy and Air force have lent their voices to convey goodwill messages to the armed forces and their families on this special day. Radio City Listeners can catch all the action live on 25th and 26th January 2019 and can also send their messages.

True to Radio City's philosophy of 'Rag Rag Mein Daude City', the 'Jal Thal Vayu' campaign will celebrate India's 70th Republic Day by holding our brave soldiers in the highest regard as they deserve and entrench the emotion of 'Rag Rag Mein Daude Watan'.

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: 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.

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 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.

For further details, log on to www.radiocity.in