

October 5, 2017

1.	National Stock Exchange of India Ltd. Exchange Plaza, 5 th Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051 NSE Scrip Code: RADIOCITY ISIN: INE919I01016	2.	BSE Limited Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort Mumbai 400 001 BSE Scrip Code: 540366 ISIN: INE919I01016
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Dear Sirs,

Subject: Press Release titled "Radio City Adds another First to Its Tally with the Launch of Radiocity.in in Hindi"

In compliance with regulation 30 (6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith the above mentioned press release issued by the Company, the content of which is self-explanatory.

This is for the information of the exchange and the members.

Thanking you

Yours faithfully
For Music Broadcast Limited



Chirag Bagadia
Company Secretary and Compliance Officer



Encl: as above



Radio City Adds another First to Its Tally with the Launch of Radiocity.in in Hindi

Mumbai, October 05, 2017: Radio City, India's leading FM radio broadcaster, today announced the launch of its new age web platform **radiocity.in Hindi**, becoming the only radio network in India to offer an exclusive Hindi website. Radio City was the first radio network in India to take the digital route with the launch of radiocity.in. With the introduction of the new Hindi web-avatar of this innovative property, Radio City listeners will now be able to access premium content on <http://hindi.radiocity.in/> which will serve as the e-face of Radio City's 39 stations.

Radio City has been a pioneer in conceptualizing innovative ideas to engage with their listeners at a micro local level. The launch of radiocity.in Hindi is aligned with this strategy of diversification and localization by offering its digital platform for their regional audience. With dedicated Hindi playlists and podcasts of the most popular Radio City shows, the website will also offer premium Hindi web radio stations cutting across film, international and devotional genres.

"Regional language internet users have been growing at a much faster pace than English with 38% of the total Indian internet user base expected to comprise of Hindi users by 2021. Organic engagement for local content is comparatively higher and we want to tap into this potential while providing our regional users the ease and accessibility to content in Hindi." said **Mr. Abraham Thomas, CEO, Radio City**. "The launch of radiocity.in Hindi aims at addressing the needs of this growing plethora of tech savvy regional audience to provide them with the best content in the most convenient format." he added.

Commenting on the launch of the regional platform, **Rachna Kanwar, COO, Digital, Jagran New Media said**, "As we expand into more cities and genres this year, the first logical extension online will be to make our content available to listeners in their preferred language. As a large chunk of our audio content is in Hindi, it only follows that we make this option available to listeners who consume content in Hindi. This is a first of its kind initiative towards language personalization by any FM network in the country and we hope to further diversify into multi-lingual offerings in the future.

Radio City originals like Love Guru – the one-stop shop for all the answers about love, relationships and beyond, GIG City – India's first radio concert, Joke Studio – the ultimate comedy destination, Babber Sher – the longest running sparkler on Indian Radio and Radio City Gold featuring the legends of Indian music, among others, will now be available to the online Hindi listeners. A licensed music streaming website, www.radiocity.in, offers 46 web radio stations streaming music across various genres. Recently added radio stations include artist radios like Lata Mangeshkar Radio, RD Burman Radio, Kishore Kumar Radio, Mohd Rafi Radio, Dr. Rajkumar Hits, KJ Yesudas Hits and Kamal Haasan Hits.

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 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) 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 Babber 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 flavour on-air. The network provides terrestrial programming along with 46 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 2017, the company was included in the list for the 6th time.

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

For Media Queries:

Ms. Varsha Ojha / Ms. Priyanka Gupta/ Ms. Mitali Jathar

Email: varshao@myradiocity.com / priyankag@myradiocity.com / mitalij@myradiocity.com



CIN: L64200MH1999PLC137729
Ms. Sangeetha Kabadi
Email : sangeethak@myradiocity.com

Mr. Jimmy Oza
Email: jimmyo@myradiocity.com

www.radiocity.in



CIN: U74140MH2010PTC204285
Ms. Payal Dave
Email : payal.dave@sgapl.net

Ms. Payal Sheth
Email: payal.sheth@sgapl.net

www.sgapl.net