

With the Rebranding of Radio Mantra to Radio City, the network now covers 39 cities 12 states 1 universal tune of Rag Rag Mein Daude City, FM Bole Toh Radio City!!

<Location>, 29.03.2017: Radio City the country's leading radio network, today announced the rebranding of Radio Mantra to Radio City 91.9 FM across all 8 mantra markets including Agra, Bareilly, Gorakhpur, Varanasi, Karnal, Hisar, Ranchi, Jalandhar. This rebranding will further strengthen Radio City's brand presence and expand its reach to a much larger set of audience.

The programming of all newly branded stations will revolve around Radio City's philosophy of Rag Rag Mein Daude City which celebrates the pride and spirit of the city, amplifying their national presence with hyperlocal comprehension of markets and listeners. The brand has built various national properties such as Love Guru, Babbar Sher, Radio City Freedom Awards, Radio City Super Singer, Gig City to name a few which will now play out in the 8 additional markets of Mantra in UP, Punjab and Haryana as well.

Mr. Abraham Thomas, CEO, Radio City 91.1FM opined, "City is not just in our name; it runs through our veins. With Rag Rag Mein Daude City we celebrate the spirit and pride of every city. The synergies of both the brands Radio Mantra and Radio City will allow room for further innovation in terms of greater reach and listenership leading to a more meaningful brand and consumer connections".

The transition was led by a teaser campaign 'Ek aur Naya Badlav' - Ab Aaneywala hai ek aur naya badlav Khuspus khus phus...jaaney ke liye suntey rahiye...Radio Mantra 91.9 FM" creating an atmosphere of anticipation and excitement among the listeners, culminating finally in the rebranding of Radio Mantra to Radio City. "

Music Broadcast Limited currently has 39 stations, including 11 newly acquired stations in Phase III auctions. Radio City in its third phase of expansion has recently launched Kanpur, Ajmer, Kota, Udaipur, Patiala, Jamshedpur, Bikaner, Nashik, Kolhapur, Madurai and Patna. Radio City also operates a web radio on Planetradiocity.com which has 40 stations as of date.

About Radio City 91.1FM:

Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakashan Ltd. Radio City is the first and oldest private FM radio broadcaster in India with 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 terms of average listenership share (in percentage) in Bengaluru and Mumbai with 24.17% and 17.10% 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, 2016, Radio City reached out to over 49.60 million listeners in 23 cities covered by AZ Research (Source: AZ Research Report).. Radio City has introduced humour on radio with Babbar Sher, launched agony aunt solving love problems with Love Guru, and also launched singing reality show in India with Radio City Super Singer. Radio City has initiated Radio City Freedom Awards and also operates a web radio on planetradiocity.com which has 40 stations February 22, 2017.

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Radio City has been ranked number one in the 'Media Industry' and number two in 'Best Companies for Hiring and Welcoming' categories by Great Place to Work in 2015. Led by the philosophy of Rag Rag Mein Daude City, the brand is driven by the passion and the pride that listeners feel for and associate with their city. For further details, log on to www.planetradiocity.com.