



## Radio City Rings The ‘Waterbell’ to Urge Bengalureuns To Stay Hydrated

**Bangalore: 27<sup>th</sup> November 2019:** To encourage citizens of Bengaluru to stay hydrated, Radio City, India’s leading radio network, launches the Waterbell campaign, an initiative to remind listeners to drink water at regular intervals and further aims to create awareness on importance of water consumption and its impact on personal health.

During this month long campaign, Radio City’s listeners hear a ‘water bell’ when they tune into the radio station between, 7:00 am to 8:00 pm from Monday to Friday every hour. As a part of the on-ground extension of the initiative, Radio City will distribute over 400+ water bottles to government schools and install water purifiers in 6 of these institutions for children to have access to clean drinking water. Radio City’s Water bell activity till now has received support by many south celebrities like MG Srinivas, Aditi Prabhudeva, Akul Balaji, Chaitra Kottur, Dharmanna, and movie teams like Kannad Gotilla and Mundina Nildaana.

With initiatives like these, Radio City continues to symbolise a deep connect with its listeners, by leveraging the power of radio.

### About Radio City:

Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakashan Ltd. Being the first FM radio broadcaster in India and with over 17 years of expertise in the radio industry, Radio City has consistently been the number one radio station in Bengaluru and Mumbai with 24.5% and 15.7% average listenership share respectively. (Source: RAM Data, TG: 12+ Period: Week 1, 2013 to Week 21, 2019). Radio City Delhi ranks #2 with 13.4% average listenership share (Source: RAM Data, TG: 12+ Period: Week 1, 2019 to Week 21, 2019).

Music Broadcast Limited currently has 39 stations across 12 states, comprising 62% of the country’s FM population. Radio City reaches out to over 69 million listeners in 34 cities covered by AZ Research 2019 (Source: AZ Research Report). The network provides terrestrial programming along with 18 other web-stations, through its digital interface, [www.radiocity.in](http://www.radiocity.in).

Radio City has spearheaded the evolution of FM radio by offering content that is unique, path-breaking and invokes city passion amongst listeners with its brand philosophy of “Rag Rag Mein Daude City”. The network introduced humour and the concept of agony aunt on radio with Babber Sher and Love Guru respectively. It also initiated Radio City Freedom Awards, a platform

to recognize independent music and provided a launch pad to budding singers with Radio City Super Singer, the first singing talent hunt on radio.

Radio City bagged 73 awards across national and international platforms like Golden Mikes, India Radio Forum, New York awards, ACEF awards etc. in 2018-2019. Radio City has consistently featured for the 7th time in 'India's Best Companies to Work For' study conducted by Great Place to Work Institute. In 2019, Radio City ranked 6th in 'Best Large Workplaces in Asia', according to the GPTW survey. Radio City has also been recognized in 'India's Best Workplaces for Women – 2019' and has ranked amongst the Top 75 organizations on the list.

For further details, log on to [www.radiocity.in](http://www.radiocity.in)