

Radio City celebrated Children's Day with 'Chillar Party' In Mumbai

Mumbai: 14 November 2019: Radio City, India's leading radio network, organised a fun filled activity, '*Chillar Party*' to celebrate children's day in Mumbai. Radio City's RJ Salil and RJ Archana along with ace choreographer Terence Lewis, kick-started the commemoration by conducting a dance class for the students at the Gilder lane Municipal School in Mumbai Central.

As a part of the activity, Radio City's RJ's Salil, Archana, Palak, Harshit, Pulkit and Karan, danced and enjoyed with the kids and choreographer Terence Lewis, making Children's day a memorable experience for everyone. To ensure that Mumbai feels the Children's day vibe, Radio City broadcasted its popular breakfast show Kasa Kai Mumbai LIVE from the school between 7:00am -12:00pm and encapsulated the activity on air as well. The kids learnt various dance moves from the dance guru Terence Lewis and thoroughly enjoyed and grooved to every beat. Radio City's Chillar party, was yet another way of spreading happiness and positivity amongst the children who lacked access to dancing and singing in their school.

In addition to the Mumbai celebrations, Radio City also organised the *Chhota Kad Badey Kadam* activity in Surat. A week long activity featured stories of young achievers who followed their path and are working towards achieving their dreams. These stories were shared on-air, as a source of inspiration for other young children to boost their confidence and help them to chase their dreams.

Like every year, Radio City continues to celebrate Children's Day with fun, frolic and lot of happiness.

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.

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.

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