

Radio City redefines Radio Entertainment in Kanpur!

Superstar Hrithik Roshan launches Radio City Kanpur 104.8FM **Becomes the strongest radio network in UP, with the launch of its 6th station in Kanpur**

Kanpur, 10.10.2016: [Radio City 91.1 FM](#), country's leading radio network redefined radio entertainment in Kanpur with a powerpacked launch of **Radio City Kanpur 104.8** by none other than the Bollywood heartthrob Hrithik Roshan. With this launch, Radio City forays into the Phase III expansion and becomes the strongest radio network with 39 stations nationally covering 6 cities in UP.

Radio City Kanpur 104.8 presents the most entertaining, innovative and creative content from Kanpur Ke Kone Kone se. Hrithik Roshan in his impeccable style exclusively introduced Love Guru, Babbar Sher, Kal Bhi Aaj Bhi and Radio City RJ's to the city of Kanpur. '**Love Guru**', India's first agony aunt on radio who has been solving relationship & love problems for over a decade, will now make its entry into the heart of Kanpur. The king of humour **Babbar Sher** that introduced comedy on Radio for the first time will tickle the funny bones of Kanpuriyas. Babbar Sher - an eclectic mix of humor and *shayari*, perfectly blends and appeals with the local flavor & nuance of the city. Music being a key driver in the city, Radio City listeners will groove to melodious romantic music to harmonious wistful retro music, from the foot thumping new age peppy songs to heart rendering *ghazals*.

On the occasion of the launch **Mr. Abraham Thomas, CEO, Radio City** said, *"With the launch of Radio City Kanpur, we are excited to foray into the first leg of our Phase III journey and become the strongest radio network in UP covering 6 cities and 39 stations nationally. The content of the station is designed and customized keeping in mind the Rag Rag Mein Daude City ideology with Babbar Sher, Love Guru and Music being key drivers that would appeal to all Kanpuriyas. Kanpur being a significant market for Radio City, we are all geared up to redefine radio entertainment post carving our footprint in metropolitan and Tier 2 cities."*

*"I would like to congratulate Radio City for this fantastic launch in Kanpur. I am sure that the listeners too will groove to the melodies on air as much as I did. I believe Love Guru and Babbar Sher will continue to win hearts in Kanpur as they have across the nation. It was indeed an amazing experience to be here and meet my fans.....Rag Rag Mein Kanpur City ...FM Bole toh Radio City 104.8 FM" said **Hrithik Roshan** at the launch.*

At the onset of Dusshera, Radio City is all set to treat Kanpuriyas with the most innovative on ground activation by installing a Radio City branded studio at the Ramleela ground. For the first time in the history of Kanpur, the listeners will witness Ravan Dehen streaming live from Ram Leela Ground on 11th October 2016 -6pm onwards on Radio City Kanpur 104.8

Radio City currently has 39 stations to its name, including 11 newly acquired stations in Phase III auctions. Radio City in their third phase of expansion will launch stations in *Kanpur, Patiala, Patna, Jamshedpur, Ajmer, Kota, Bikaner, Nasik, Kolhapur, Udaipur and Madurai*. Radio City is the first radio network to venture in web radio space with Planetradiocity.com with 33 and counting stations.

- ✚ **Rag Rag mein Kanpur City, FM Bole Toh Radio City 104.8 FM!!**
- ✚ **Ab jhoom uthegi Kanpur city. Kyonki aa gaya hai Radio City 104.8 FM!**
- ✚ **Kanpur Ki Rag Rag mein daudega music, Aa Gaya hai Radio City 104.8 FM!**

About Radio City 91.1FM:

Radio City 91.1 FM is a subsidiary of Jagran Prakashan Ltd. Radio City 91.1 FM. India's first & oldest FM brand has been synonymous with the category since its inception in 2001. The station has ruled the airwaves, by being No.1 in Mumbai & Bangalore for over 458+ weeks and a consistent top-2 across all other operating markets, reaching out to over 4.7 crore listeners across the country, according to the recent AZ Research. A pioneer with first on dial, first on web and first to micro localize themselves, Radio City was the first to introduce humor on radio with Babber Sher, first to launch agony aunt solving love problems with Love Guru, first to launch the biggest singing reality show in India with Radio City Super Singer, first ever FM station to recognize the independent singers & musicians with Radio City Freedom Awards and the first FM station to launch internet radio streams in India with 31 stations & counting!

With a reach across 39 of the most important towns of India, dominating the most important advertiser markets, for the fifth year in a row the brand has been ranked among the Top-25 brands to work for in India by the 'Great Place to Work' survey. Led strongly by the philosophy of Rag Rag Mein Daude City, the brand is firmly driven by the passion and the pride that listeners feel for it and associate it to. For further details, log on to www.planetradiocity.com.

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