



## **Radio City Lucknow's Jock Swap Campaign, Rashi Ko Manao, Enthralled Lucknowites**

**Radio City Lucknow's Seasoned Jock, RJ Rashi to now host Morning Masala whereas RJ Mayank will voice the evening show**

**Lucknow, 18th July, 2019:** Radio City, India's leading radio network, recently executed, Rashi Ko Manao, a jock swap campaign, in the City of Nawabs. Spanned for 2 weeks, Rashi Ko Manao created quite a stir of inquisitiveness amongst Lucknowites, finally putting a break to the curiosity by revealing a twist to the daily programming of the station. As a part of the jock swap campaign, Radio City's Lucknow award winning jock, RJ Rashi will now rejuvenate Lucknow mornings by hosting 'Morning Masala', Monday - Saturday from 7:00 am to 11:00 am. RJ Rashi is well known for entertaining listeners in her amicable style with love and humour. RJ Mayank, who initially hosted the morning show will now take over evening airwaves from Monday – Friday, 5:00 pm to 9:00 pm, making it fun, peppy and entertaining for Lucknowites.

Rashi Ko Manao campaign was executed with high level of curiosity, humour, coupled with some fun challenges on air and digital platforms. The teaser phase showcased RJ Mayank discussing on air, the problems he faced as a morning jock and not have spent adequate time with his wife. Radio City spiced up the curiosity of listeners, where RJ Mayank executed all the challenges given to him by RJ Rashi. As a part of the challenge, he served tea at the local tea shop, cooked food for his wife and finally took RJ Rashi and his wife on a city tour eventually leading to a show switch between both the jocks. Spanned for 15 days, Rashi Ko Manao, campaign created quite a buzz amongst the listeners and social media through exciting on air promos and engaging videos.

**Mr. Kartik Kalla, Chief Creative Officer, Radio City said,** "Radio City has always been flag bearers in providing content that is innovative at the same time engaging. We are proud to be the vibe, the adrenaline, the Rag Rag of Lucknow city for more than 17 years and the support that we have received from our listeners is a testimony to the same. With this campaign, we are certain that our award winning jock RJ Rashi and RJ Mayank will continue to entertain Lucknowites in their new time bands and will receive double the love from their listeners."

Radio City has been ruling airwaves in Lucknow by captivating the city with clutter breaking and engaging content. Radio City's RJ Rashi, a two time winner of Best RJ (Non Metro) at the ACEF Awards 2018, 2019 and RJ Mayank are all set to enthral listeners with humour, quirk and entertainment thereby strengthening the connect with the Rag Rag of Lucknow city. Rashi ko Manao, proved to be one of the trendiest jock swap in Radio City's oldest and award winning radio station in Lucknow.

## **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.