



Sing your way to glory with Radio City Super Singer!

Mumbai, 20th August 2015: Voices will resonate, songs will be sung and talent will be recognized this August as the coolest singing talent hunt returns! The **Radio City Super Singer** is back for the **7th season** and it promises to take the competition several notches higher! Starting 19th August, this year, Radio City Super Singer calls all aspiring singers to let their singing help them catapult them in to limelight!

In its 7th season, Radio City is going all out in telling the singers that it is their talent that will be the center of attraction. With the slogan, '**Gaane aaoge toh jaane jaoge**', Radio City will be on the hunt for the next big singing sensation across multiple cities in India.

With some amazing gratifications waiting for the singers and a prize money of a cool **Rs. 1 Lakh** in the offing the talent hunt looks to become the perfect launch pad for budding singers. Every city will have 5 singers who will let their singing do the talking to be crowned as '**Radio City Super Singer**'.

Commenting on the **7th edition** of the activity, **Mr. Ashit Kukian, President & COO, Radio City 91.1 FM**, said, "*Since its inception **Radio City Super Singer** has been the most preferred platform for singers across multiple cities, irrespective of their age and background. The initiative acts as the perfect launch pad for individuals who have talent in abundance but they have never garnered the confidence to go up on stage. The process of auditions and mentoring helps the singers to come out of their shell, boost their confidence and go ahead to perform in front of a huge audience. This year we will help the winners get that much needed recognition and fame stemming from their singing prowess.*"

"With the participation numbers rising with each passing year, we are sure that this year will be no different as we see the massive pool of talented singers come together under one massive banner!" he added.

Speaking on the activity **Mr. Aniruddha Haldar, VP Marketing - TVS Motor Company Ltd.** said, *"The youth of India is constantly seeking to make a mark on their own based on their own abilities. Radio City Super Singer provides a valuable platform for the talented youth of India. TVS Scooty Zest has always believed in celebrating life and living it to the full in all dimensions. Hence, we are partnering in this outreach to the young guns of India to fulfill their ambitions of respect and fame based on their merit. TVS Scooty Zest in line with our campaign has ensured a never before reach out to about 800 colleges and youth hangouts for Radio City Super Singer."*

Radio City Super Singer 2015 is presented to you by **Scooty Zest** in association with **Olx!** There will be multiple platforms that interested singers can make use of in order to audition. Singers can send in their CD's, keep an eye on in the malls and colleges, make use of our whatsapp number or simply walk-in to the Radio City studios and give their auditions. Canters moving in and around the cities can also be used as a medium to audition. Digitally, Radio City will facilitate the option to upload / record voice clips on <https://www.planetradiocity.com/radiocitysupersinger>.

Radio City Super Singer will definitely strike a chord with the listeners as it promises budding singers to sway the focus their way! So clear up the throat and let the rehearsing begin as **Radio City Super Singer** celebrates talent that will culminate in a grand finale across **15 cities** in **September!**

If you believe you have it in you to be the next singing then keep listening to Radio City 91.1 FM!

About Radio City 91.1FM

Radio City 91.1FM is India's first and leading FM radio brand. Promoted by **Music Broadcast Limited (MBL)**, the private FM network has captured the hearts of millions of listeners across 21 FM stations in Mumbai, Delhi, Bangalore, Chennai, Ahmedabad, Pune, Hyderabad, Lucknow, Jaipur, Vadodara, Surat, Sholapur, Nagpur, Sangli, Coimbatore, Vizag, Ahmednagar, Akola, Nanded and Jalgaon.

Constant innovations, fresh ideas and concepts topped with a great mix of music are precisely what Radio City 91.1 FM has on offer. Radio City is dedicated to make itself heard and have their names etched in the minds of the listeners as the go-to radio station! With a wide array of on-air activities that are refreshed regularly and a great mix of music catering to audiences across all age groups, Radio City makes sure it looks after the interest of each and every one. By making use of state-of-the-

art digital stereo FM, Radio City broadcasts its content to all its listeners across India without compromising on signal strength and signal quality!

For further information:

Aesha/Saif

aesham@myradiocity.com / saifs@myradiocity.com

+91 9819421220 / +91 9987869610