



True to its brand ideology, Rag Rag Mein Daude City, Radio City takes award winning initiative Candy Class to Pune

~ Radio City teaches spoken English to underprivileged children in Pune ~

Pune, 25.04.2017: In a first of its kind innovation, Radio City's award winning campaign Candy Class that won The RADIO GRAND PRIX at Spikes Asia 2016, today entered its second season in Pune. After a successful first season in Mumbai last year, Radio City partnered with candy vendors yet again, to impart spoken English lessons to the underprivileged children in and around Zed Bridge near Deccan area in Pune. Hosted by RJ Shonali, in 20 minutes of uninterrupted airtime, Candy class aims at imparting a crucial life skill to these children who are asked to listen to Radio city every Sunday at 4 pm in exchange of free candy.

Radio City 91.1FM in association with Grey worldwide together has curated this campaign. Candy vendors on bicycles who visit slum dwellings daily have been provided FM radios and have been incentivised to park their cycles in specific localities every Sunday. Candy being a natural draw for the kids, all the vendors have to do is tune in to Radio City on their FM receivers at the designated time slot, play the on-air spoken English class and hand out free candies to every kid who sits through it.

Speaking about the initiative, Abraham Thomas, CEO, Radio City 91.1FM said, "Candy Class as a campaign built an emotional connect with the masses and touched many lives in Mumbai last year. After winning applauds nationally and internationally and using the power and reach of radio we took the campaign a notch higher by extending it to another city this year and making it a national movement. Candy class should soon scale up and spread to more cities and we are happy to enable underprivileged children to learn spoken english".

Radio City Candy Class will air in Pune for 8 weeks starting April 23rd, 2017. After the first day itself, this activity has seen an overwhelming response from Puneites who have been pouring appreciation through calls and messages to Radio City. A lot of them actually wish to contribute to the Candy class as well by giving these lessons to the needy children around their area.

"Good ideas are worth nothing without commitment. It's amazing to see Radio City's commitment to make Candy Class a national movement. We've always believed this innovative learning platform on radio has the potential to positively impact millions. What started out last year in Dharavi, and then spread to some other slums in Mumbai has now been replicated in Pune, with plans to now take it to Nagpur and other stations across Maharashtra" opined Sandipan Bhattacharya, Chief Creative Officer, GREY group India.

About Radio City 91.1FM:

Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakashan Ltd. Radio City is the first and oldest private FM radio broadcaster in India with over 15 years of expertise in the radio industry. Amongst the private radio stations, Radio City has consistently been the number one radio station in terms of average listenership share (in percentage) in Bengaluru and Mumbai with 24.17% and 17.10% respectively. (Source: TAM Data – Radio Audio Measurement, Markets: Mumbai and Bangalore TG: 12+ Day-part: Mon-Sun 12:00 AM-12:00 AM, Place: All; Period: from December 30, 2012 to January 21, 2017) and as on March 31, 2016, Radio City reached out to over 49.60 million listeners in 23 cities covered by AZ Research (*Source: AZ Research Report*).. Radio City has introduced humour on radio with Babber Sher, launched agony aunt solving love problems with Love Guru, and also launched singing reality show in India with Radio City Super Singer. Radio City has initiated Radio City Freedom Awards and also operates a web radio on planetradiocity.com which has 40 stations February 22, 2017.

Music Broadcast Limited currently has 39 stations, including 11 newly acquired stations in Phase III auctions. Radio City in its third phase expands to Kanpur Ajmer, Kota, Bikaner, Udaipur, Patiala, Patna, Jamshedpur, Nasik, Kolhapur, and Madurai.

Radio City has been ranked number one in the ‘Media Industry’ and number two in ‘Best Companies for Hiring and Welcoming’ categories by Great Place to Work in 2015. Led by the philosophy of Rag Rag Mein Daude City, the brand is driven by the passion and the pride that listeners feel for and associate with their city. For further details, log on to www.planetradiocity.com.