

## With Great Content Comes Great Recognition Making Radio City The Network of Choice for Radio Advertisers Again!

*The National Network Wins 40 Accolades across New York Festival Radio Awards, One Show Pencil Award – New York, Asia Pacific Consumer Awards, Cannes Lions Spikes Asia, IRF Awards, Golden Mikes and Goa Fest; Ranks in the top 50 in Great Places to Work list*

Radio City 91.1FM, the country's leading radio network, has marked another successful year by bagging key awards at leading national and international award shows. Radio City has been lauded **with 40 awards** globally at **IRF Awards 2017, Golden Mikes, Asia Pacific Consumer Awards, New York Festival Awards, Goa Fest 2017, One Show Pencil Award - New York and Spikes Asia**. This is in addition to Radio City entering the **Limca Book of Records** and getting shortlisted at **Cannes Lions 2017** in two categories, making it the first radio network from India to win this laurel. In addition to this, after being consistently included in the top 50 in the Great Places to Work list year on year, Radio City has once again been featured amongst the top 50 companies in the media and entertainment space in this list. This comes on the back of the network's emphasis on its work culture, ethics and employee-centric practices.

**Abraham Thomas, CEO, Radio City said,** "National and International applauds like these are an acknowledgement of the power of an idea and of the medium that were used to implement such clutter breaking concept. The acclaim and recognition for our initiatives, at both, domestic and international forums, is heart-warming as it proves the faith that our listeners place in us . Awards like these also reassure advertisers on their choice of an international best-in-class product."

Radio City's campaigns were noted for their social impact and universal appeal at national and international forums. The 'Candy Class' campaign that aimed to impart valuable lessons in spoken English to underprivileged kids won awards at **One Show Pencil Award – New York and Spikes Asia 2016**. The campaign was also recognized for its intent and uniqueness at the **Cannes Lions 2017** in two different categories, making Radio City the only radio network from India to be shortlisted at the prestigious forum.

Another social campaign that was appreciated globally, 'Tootey Hue Khwaab', had Radio City win at **Asia Pacific Consumer Awards** and **Golden Mikes**. The campaign was a mix of on-air and on-ground activities and involved Radio City tying up with the traffic police in Uttar Pradesh.

The activity was directed at increasing awareness about road safety by getting the listeners acquainted with the aspirations of fictional road accident victims.

Radio City's 'Diwali Ka Saaman Direct from Kisaan' was lauded at **IRF Awards 2017** for urging the listeners in Maharashtra to buy products directly from the farmers to empower them and help them have a prosperous Diwali. The campaign received support from Chief Minister of Maharashtra, Mr. Devendra Fadnavis along with the listeners and Bollywood celebrities like Ajay Devgn, Ranbir Kapoor, Soha Ali Khan, Kailash Kher, Ankit Tiwari, Badshah and Rannvijay.

Launched last year, GIG City received many accolades as a unique innovation in radio programming that reached out to 5 crore listeners nationally. The star studded first Live radio concert in India caught the attention of the jury and was awarded at **Asia Pacific Consumer Awards** and **Golden Mikes**.

Introduced in 2016, Radio City's campaign 'Rag Rag Mein Daude City' is symbolic of the local flavor and nuances that every Radio City station is able to introduce in its programming and packaging, in order to form a closer emotional bond with its listeners. The campaign won multiple awards at **Goa Fest 2017**.

Radio City's RJs have been known for their interesting conversational style. Through their words they have been able to form resilient bonds with the listeners. RJ Ginnie, a popular morning RJ in Delhi, proved to be a testament to this fact as she won the **RJ of the Year** award at **Golden Mikes**. After having its name etched in the **Limca Book of Records** multiple times in the past, Radio City once again created history with its campaign 'Dil Deke Dekho'. RJ Divya became the first RJ to pledge her heart for donation on-air, further inspiring others to donate as well.

#### **About Radio City 91.1FM:**

Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakashan Ltd. Radio City was the first FM radio broadcaster in India and brings with it 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 Bengaluru and Mumbai with 24.17% and 17.10% average listenership share 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).

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 spearheaded the evolution of FM radio programming by offering content that is unique and path-breaking. The network introduced humour and the concept of agony aunt on radio with Babber Sher and Love Guru respectively. It also initiated the Radio City Freedom Awards and provided a launch pad to budding singers with Radio City Super Singer, the first-of-its-kind radio talent show in India. Through its 'Rag Rag Mein Daude City' philosophy, the network has adopted a local approach that resonates with the listeners while inculcating a sense of city pride and infusing local culture and flavor on-air. The network provides terrestrial programming along with 43 other web-stations, through its digital interface, [www.radiocity.in](http://www.radiocity.in).

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.

For further details, log on to [www.radiocity.in](http://www.radiocity.in).