

Radio City 91.1 FM brings MAXIMUM MUSIC to the Steel City... Rag Rag mein Jamshedpur City!

~Bollywood Superstar Hrithik Roshan launches Radio City 91.1 FM in Jamshedpur

Jamshedpur, 16.01.2017: Radio City, country's first and oldest private FM radio broadcaster today announced the launch of Radio City 91.1 FM in Jamshedpur. Bollywood heart throb Hrithik Roshan in his versatile style introduced the networks key properties to the city.

Carrying forward the mantle of 'Rag Rag Mein Daude City' the radio network will focus on content that appeals to all the listeners of Jamshedpur. The new station promises to be a one stop destination for MAXIMUM MUSIC in Jamshedpur, from melodious romantic music to harmonious wistful retro music, from the foot thumping new age peppy songs to heart rendering ghazals, from city happenings to humour.

On the occasion of the launch **Mr. Abraham Thomas, CEO, Music Broadcast Limited** said "We are thrilled to mark our footprint in the city of Jamshedpur with the launch of Radio City 91.1FM. With each new city we continue to spread our brand ethos - "Rag Rag Mein Daude City" and promise to provide our listeners the best of localized and customized content.

"I would like to congratulate Radio City for a spectacular launch in Jamshedpur. I am certain that the listeners of Jamshedpur will groove to the melodies on air as much as I do. I am confident that the launch of Radio City 91.1 FM in Jamshedpur will win many hearts. Rag Rag Mein Jamshedpur City... FM Bole Toh Radio City" said Hrithik Roshan at the launch.

Music Broadcast Limited currently has 39 stations, including 11 newly acquired stations in Phase III auctions. Radio City in its third phase of expansion has recently launched Kanpur | Ajmer, Kota, Udaipur, Patiala and Jamshedpur and will be launching Patna, Nashik, Kolhapur, and Madurai soon. Radio City also operates a web radio on Planetradiocity.com which has 40 stations as of date.

Rag Rag Mein Daudega Radio City, FM Bole Toh 91.1 FM!!

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 Bengaluru and Mumbai with 24.1% and 17.2% respectively (Source: RAM Data: All SEC 12+, % Share, Week 01 2013 to Week 37 2016; Bengaluru and Mumbai) and reaches out to over 49.60 million listeners in 23 cities covered by AZ Research. 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 to recognize the independent singers &

musicians. Radio City has initiated Radio City Freedom Awards and also operates a web radio on Planetradiocity.com which has 40 stations as of date.

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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.

About Music Broadcast Limited:

MBL was incorporated as 'Music Broadcast Private Limited' on November 4, 1999, as a private limited company under the Companies Act, 1956. It was converted into a public limited company pursuant to a resolution of the shareholders at an extraordinary general meeting held on June 15, 2015 and consequently, the name of the company was changed to Music Broadcast Limited.

Disclaimer

"Music Broadcast Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, an initial public offering of its equity shares (the "Equity Shares") and has filed a draft red herring prospectus dated November 28, 2016 (the "DRHP") with the Securities and Exchange Board of India ("SEBI"). The DRHP is available on the website of the SEBI at www.sebi.gov.in and the websites of the Book Running Lead Manager at www.icicisecurities.com.

Any potential investor should note that investment in Equity Shares involves a high degree of risk. For details, potential investors should refer to the section titled "Risk Factors" in the red herring prospectus to be filed with the Registrar of Companies. Investors should not refer to the DRHP for making any investment decision."