

Radio City Launches Radio City Indie, a YouTube Channel for Indie Music Lovers and Artists with The Singing Sensation Shalmali

The Indie channel will host 'Artist Of The Month' and will be a one-stop platform for all music lovers to access interviews, live performances, and updates about their favorite Indie artist/band.

India, 19th May 2021: Radio City, India's leading radio network recently launched YouTube channel - Radio City Indie - to promote the Indie music genre and artists. Radio City is the first radio network to have provided a platform to promote independent music and artists with Radio City Freedom Awards. Taking ahead this legacy, the YouTube channel is an a digital extension of Radio City's web radio station, Radio City Freedom - a platform that honors independent music 24x7. Shalmali, one of the brightest singing talents that our country has, launched Radio City Indie channel, and is also the 'Artist Of The Month'.

One of the highlighted properties on the YouTube channel will be the show 'Artist Of The Month' where every month an existing or new artist/band will be identified, and their latest album will be promoted throughout the month. The artist will be featured not just on the YouTube channel but will find their way to Radio City's social media and on-air platforms. This month, the channel will be launched by Bollywood and pop singer Shalmali, who recently released her album, '2X Side A'. The album focuses on her feelings around social media validation, artistic freedom, love, and heartbreak and much more. Radio City would be broadcasting Shalmali's exclusive interview, trivia on both radio and social media handles. The interview will be uploaded on Radio City Indie's YouTube Channel and will be promoted on social media and will also be featured on Radio City Freedom – online radio station along with the songs of the new album.

Sharing her thoughts, **Ms. Rachna Kanwar, COO, Digital Media, Radio City & Mid-day** said, "Today, the Indie Music space is bustling with excitement and our Indian artists are getting recognition and accolades all over the world. We at Radio City have been associated with Indie Music since 2012 when we launched our first Web Radio station called Radio City Freedom. The following year we launched Radio City Freedom Awards, the biggest platform in India celebrating and recognizing Indie musicians from across the country in all languages, we have introduced Freedom Hits on our morning show on Radio and a dedicated Freedom Hour every week. Now, we are taking another step and launching a full-time YouTube channel and a platform for Indie artists called, 'Artist Of The Month'. We are certain that Radio City Indie YouTube channel will pave way towards presenting path breaking indie music and content."

Sharing her excitement, **Ms. Shalmali** said, "It is always a pleasure to associate with Radio City. It makes me happy to see that Radio City has been entertaining people during the lockdown and has not let the ball drop despite these challenging times. I'm also excited that Radio City will be launching Radio City Indie YouTube channel with my new album '2X Side A' and also be the 'Artist Of The Month'. This album is very close to my heart and I am glad to share it with my fans. Hope this album brings joy and adds that needed sparkle in everyone's daily lives."

Through their channel, the radio station aims to bring the Indie music genre closer to its music-loving audience. The channel will have various shows that would focus on Indie artist/band interviews, live performances, and other art forms like poetry and storytelling. Some of these shows include, 'Indie Exchange', an interactive video series where Indie artists come together and share their thoughts on the Indie music genre in India, 'Free Verse Session', a show dedicated to spoken word artists, poets, and storytellers, along with other Radio City properties like 'Best of RCFA' and 'City Gig'.

On social media, Radio City is promoting the Radio City Indie YouTube channel through social media posts and stories on platforms like Facebook, Twitter & Instagram. The channel recently held a giveaway contest on Facebook for the channel launch garnered 450+ comments & 140+ shares.

[Watch the interview of Shalmali](#) and subscribe to [Radio City Youtube Indie](#) for exclusive content and interviews of your favourite indie artists.

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 19 years of expertise in the radio industry, Radio City has consistently been the number one radio station in Bengaluru and Mumbai with 24.8% and 15.2% average listenership share respectively. (Source: RAM Data, TG: 12+ Period: Week 1, 2013 to Week 49, 2020). Radio City Delhi ranks #2 with a 13.1% average listenership share (Source: RAM Data, TG: 12+ Period: Week 1, 2019 to Week 49, 2020).

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 17 other web-stations, through its digital interface, 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 humor and the concept of agony aunt on the radio with Babber Sher and Love Guru, respectively. It also initiated Radio City Freedom Awards, a platform to recognize independent music, and provided a launchpad to budding singers with Radio City Super Singer, the first singing talent hunt on Radio.

Radio City bagged 85 awards across national and international platforms like Golden Mikes, India Radio Forum, New York awards, ACEF awards, etc. in FY 2019-2020. 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. Radio City has also been recognized in 'India's Best Workplaces for Women – 2019' and has ranked amongst the Top 75 organizations on the list. In 2020, Radio City ranked 4th in 'Best Large Workplaces in Asia', according to the GPTW survey.

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