

May 29, 2018

1.	National Stock Exchange of India Ltd. Exchange Plaza, 5 <sup>th</sup> Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051  NSE Scrip Code: RADIOCITY ISIN: INE919I01016	2.	BSE Limited Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort Mumbai 400 001 BSE Scrip Code: 540366 ISIN: INE919I01016
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Dear Sirs,

Sub: Press Release titled **“Radio City Collaborates with United Nations Environment Programme to ‘Beat Plastic Pollution’ in India”**

In compliance with Regulation 30 (6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith the above mentioned press release issued by the Company, the content of which is self-explanatory.

This is for the information of the exchange and the members.

Thanking you

Yours faithfully  
For Music Broadcast Limited



Chirag Bagadia  
Company Secretary and Compliance Officer

Encl: as above



## Radio City Collaborates with United Nations Environment Programme to 'Beat Plastic Pollution' in India

**Radio City Partners with United Nations Environment Programme (UNEP) to celebrate World Environment Day in India; Kick starts activities with a beach cleanup drive in Versova with 'Beat the Plastic' campaign**

**Mumbai, 29<sup>th</sup> May 2018:** Radio City, India's leading radio network announced its association with the United Nations Environment Programme (UNEP) as the radio partner for the World Environment Day initiative to be held in India to control plastic pollution. UNEP is an agency of United Nations to coordinate environmental activities, assisting developing countries in implementing environmentally sound policies and practices. Every year, United Nations chooses one country to be a global host to spread environmental awareness, and this year it's India. Radio City's consistent effort towards addressing societal issues by leveraging the reach and power of the medium has made it an unrivalled partner for UNEP to amplify this noble cause.

Versova beach in Mumbai has been selected to drive the campaign 'Beat Plastic Pollution', by the United Nations and Indian Government to kick start the cleanup drive. Radio City initiated proceedings on 27<sup>th</sup> May with a beach cleanup drive in Versova, as a build up to the World Environment Day to be held on 5<sup>th</sup> June. The launch event hosted by popular Radio City RJ Archana, witnessed participation from high profile dignitaries including the UN environment Chief Erik Solheim, Aditya Thackrey, actresses Diya Mirza and Pooja Bhatt. An awareness generating video featuring RJ Archana was also unveiled at the event to create awareness on various measures to be taken to beat plastic pollution.

**Commenting on the association with UNEP for World Environment Day, Mr. Abraham Thomas, CEO, Radio City said,** *"Radio has the power to influence mindsets and bring about a positive change in the society. We are proud to partner with UNEP to work towards this greater cause. At Radio City, we strongly believe in maintaining a right balance in the environment where we all co-exist. The Versova beach cleanup is one of the many activities that we intend to drive this year with the objective of highlighting the importance of protecting our environment for the future generations."*

*"It's fantastic to get the support of partners like Radio City to get the World Environment Day message out across India," said UN Environment Chief Erik Solheim. "During my visit to Mumbai, I witnessed first-hand, the damage marine plastic pollution is causing. It will require a step forward from each one of us to do what we can to reduce our own plastic footprint, and of course we must. I am delighted that a booming economy like India is the global host of World Environment Day 2018 and will be leading the push to save the oceans and the planet. Every single environmental challenge we face can be solved by innovation. It's simply a case of getting the*

*message out and inspiring as many people as possible to join forces and take a stand for the planet and look forward to Radio City's help to amplifying the same."*

**Radio City's RJ Archana, expressing her thoughts on the cleanup drive said,** *"Mumbai is known for its beaches and it is extremely sad to see the condition of the beaches with plastic getting deep rooted. I have always been taken aback by the amount of plastic waste that is dumped on the streets and the beaches of Mumbai. Being a Mumbaikar, I feel a sense of responsibility to make this city pollution free and a better place to live in. I urge all Radio City listeners and all Mumbaikars to contribute towards conserving our environment and keeping it pollution free."*

As a part of the campaign Radio City along with Afroz Shah, the UN environment ambassador takes the drive on air and on ground by creating awareness amongst Mumbaikars of how they could replace, reuse plastic thereby avoiding plastic pollution. Radio City will go on ground to various locations in Mumbai where plastic pollution is high and continue to drive the awareness of beating plastic pollution with volunteers from schools, colleges and fellow Mumbaikars.

#### **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 16 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, 2017, Radio City reached out to over 52.5 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 Baber 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 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 flavour on-air. The network provides terrestrial programming along with 52 other web-stations, through its digital interface, [www.radiocity.in](http://www.radiocity.in).

Radio City has been featured consistently in 'India's Best Companies to Work For' study conducted by Great Place to Work Institute. The network has repeatedly been called out as amongst the best in the media industry. In 2017, the company was included in the list for the 6th time.

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

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