



## Radio City Pune's Decade Long Evening Show Segment 'Star Katta with RJ Shonali' Featured Versatile Actor Swwapnil Joshi

*Swwapnil Joshi shares some interesting anecdotes related to his digital debut, 'Samantar', the sequel and the pressure of changing perceptions with RJ sho sho Shonali*

**India, 22<sup>nd</sup> July 2021:** Radio City Pune's decade long evening show 'Star Katta with RJ Shonali' hosted versatile actor Swwapnil Joshi talking about his webseries Samaantar 2. Swwapnil Joshi, known for his romantic roles in Marathi cinema graced the show, sharing interesting facts and anecdotes related to his digital debut, Samantar and its sequel Samantar 2 which significantly helped him break away from the romcom mould, change perceptions and opened up new avenues for him.

Swwapnil Joshi opened up the transition in his career as he decided to choose the dark and compelling Samantar for his web debut, the pressure of breaking away from his usual romantic roles, completing the shoot of the sequel during a pandemic as well as the pressure of essaying the challenging role of Kumar Mahajan for the second season. In his heartwarming style, he conveyed his gratitude to the show which has changed the audience's perception and opened new avenues for him.

Launched a decade back, Star Katta with RJ Shonali features prominent celebrities from the Marathi film industry sharing interesting facts and anecdotes related to their films, co-actors, journey in the industry, life and much more. From seasoned actors like Vikram Gokhale, Sonali Kulkarni, Siddharth Jadhav, Bharat Jadhav to reigning sensations such as Sai Tamhankar, Prajakta Mali, Amruta Khanvilkar, Rinku Rajguru, Priya Bapat, Mukta Barve, Siddharth Chandekar, Vaibhav Tatwawaadi have made Star Katta a household name with their insightful conversations and fun banter.

Sharing his thoughts, Mr. Kartik Kalla, Chief Creative Officer, *with the rise of web content and extensive dubbing, Marathi cinema is now transcending linguistic barriers and getting a wider acceptance among non-Marathi speaking audience. Established artists from the Marathi film industry, known for their exceptional performance have made Radio City's Star Katta a household name in Pune over the past decade. We are happy to witness that our differentiated, hyper-localized and credible content has helped us carve a strong foothold in Maharashtra, resonating with diverse set of audience.*

The segment Star Katta featuring RJ Shonali airs every Monday to Friday from 8 PM to 9 PM. On social media, Radio City is promoting the segment on its YouTube channel as well as through social media posts and stories on platforms like Facebook, Twitter & Instagram.

[Watch the interview of Swwapnil Joshi](#) and subscribe to [Radio City Star Katta](#) for exclusive content and interviews of your favorite 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](http://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.

### **For further information, please contact**

Ms. Neha John  
Strategic Growth Advisors PR  
E: [neha.john@sgapl.net](mailto:neha.john@sgapl.net)  
T: +91 99 3068 1215  
[www.sgapl.net](http://www.sgapl.net)

Ms. Sneha Damani  
Strategic Growth Advisors PR  
E: [sneha.damani@sgapl.net](mailto:sneha.damani@sgapl.net)  
T: +91 84 2401 9958  
[www.sgapl.net](http://www.sgapl.net)