

May 2, 2023

<b>National Stock Exchange of India Limited</b> Exchange Plaza, 5 <sup>th</sup> Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051			<b>BSE Limited</b> Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort, Mumbai 400 001		
<b>Equity</b>	<b>Scrip Code</b>	<b>RADIOCITY</b>	<b>Equity</b>	<b>Scrip Code</b>	<b>540366</b>
	<b>ISIN</b>	<b>INE919I01024</b>		<b>ISIN</b>	<b>INE919I01024</b>
<b>NCRPS</b>	<b>Scrip Code</b>	<b>RADIOCITY</b>	<b>NCRPS</b>	<b>Scrip Code</b>	<b>MBLNCRPS</b>
	<b>ISIN</b>	<b>INE919I04010</b>		<b>ISIN</b>	<b>INE919I04010</b>

**Sub: Press Release issued by Music Broadcast Limited**

Dear Sir/Ma'am,

In terms of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith the Media Release titled "Radio City shines at the 12th edition of ACEF Global Customer Engagement Forum & Awards 2023 with 19 Laurels"

The aforesaid Press Release is available on the website of the Company <https://www.radiocity.in>

You are requested to take the same on record.

Thanking you

**For Music Broadcast Limited**

**Arpita Kapoor**  
**Company Secretary and Compliance Officer**

Encl: as above



## Radio City shines at the 12<sup>th</sup> edition of ACEF Global Customer Engagement Forum & Awards 2023 with 19 Laurels

- Receives 10 Gold, 5 Silver and 4 Bronze awards across varied radio categories
- RJ Shonali and RJ Nikhil bag RJ of the Year Award

**India, 2<sup>nd</sup> May 2023** - Radio City, India's leading radio network, has added to its impressive list of accolades with 19 wins at the 12th edition of the ACEF Global Customer Engagement Forum & Awards 2023. The awards ceremony was held on 29<sup>th</sup> April 2023 at Westin Garden City Hotel, Mumbai. This recognition is a testament to Radio City's unwavering commitment to providing its listeners with engaging content that resonates with their preferences and contributes positively to their lives.

Out of the whopping 19 awards, Radio City has received **10 Gold, 5 Silver, and 4 Bronze awards** spanning across various categories such as Effective Radio Campaigns, Most Admired Podcast, Most Admired Social Message and others. Podcasts and shows such as Character Dissector, No Politics Please, Kadak Currency, Pauranik Bharat with RJ Akhil, Radio City Whistle, and many others have been admired by the audiences. Additionally, RJ Shonali from Pune and RJ Nikhil from Rajasthan have been bestowed RJ of the Year award under the category of Individual Awards. Recognitions such as these showcase the modernization, commitment, and audience-centricity of Radio City while also demonstrating the authenticity and significance of radio as a medium.

**Commenting on the awards, Mr. Kartik Kalla, Chief Creative Officer, Radio City, said, "It is a feeling of great pride to bag 19 awards at the renowned ACEF Global Customer Engagement Forum & Awards. These honours are acknowledgments for the dedication of our entire team in developing engaging as well as informative content and successful advertising plans. Our goal at Radio City has always been to foster relationships with our listeners by designing holistic content strategies that have a lasting impact. Our RJs have established deep connections with their audience and the two RJ of the Year awards are a testament to that. Radio City is committed to creating new milestones and achieving newer heights in the future too."**

**Here's a list of all the awards won by Radio City -**

Ranking	Main Category	Sub Category	Campaign Name
Gold	Individual Award	Radio Jockey of the Year (Regional - Marathi)	Rj Shonali
Gold	Podcast	TV & Film	Character Dissector
Gold	Podcast	Religion & Spirituality	Smaran
Gold	Podcast	Comedy	Radio City Joke Studio
Gold	Individual Awards	Radio Jockey of the Year (Regional Languages of any part of the world)	RJ Nikhil
Gold	Podcast	NEWS & POLITICS	NO Politics Please
Gold	RADIO	Best Use of Celebrity Endorsement	#DrivenBySafety
Gold	Most Admired social message	Innovation	#DrivenBySafety

Gold	Radio	Successful Use of CSR activity	Chalo Khushiya Baatein
Gold	ACEF Spotlight Award for SALES ACHIEVEMENT	Award for Innovation in Sales	Radio City & Maruti Suzuki - #DrivenBySafety
Silver	Radio	Promotions	Pyaar Ki Dumm
Silver	Radio	Creative	Republic Day: Jai Hind
Silver	Most Admired Social Message	Innovation	Radio City Whistle
Silver	Radio	Effectiveness	Chal Bhaiya Jhola Le Le Re
Silver	PODCAST	Business	Kadak Currency
Bronze	PODCAST	Comedy	IndiaGiri
Bronze	Radio	Successful Use of CSR	Don't worry aaji
Bronze	Podcast	Storyteller - Drama	Radio City Rangmanch
Bronze	PODCAST	Religious/spiritual property	Pauranik Bharat with RJ Akhil

The ACEF Global Customer Engagement Forum & Awards is known to recognize the best campaigns, creatives, and customer engagement activities across various marketing mediums. Radio City's innovative campaigns, podcasts, and engaging content through their RJs have resonated with their audience's content consumption preferences, which are now being celebrated by prestigious awards. With a finger on the pulse of its audience, Radio City has consistently delivered impactful award-winning campaigns.

There is another remarkable achievement for the radio station, as Radio City became the only radio station from India to win a Bronze award for the campaign 'Blade Running Victoriously Through Life' and four finalists certificates at the prestigious New York Festival Radio Awards 2023.