

Radio City signed as official partners of Mumbai Indians; marks 10 years of association with the team

To spread the cricket cheer among its listeners, the radio channel has launched the campaign- '*Yeh hai har Indian ki family*' that includes a special show by RJ Shonali.

Mumbai, 29th April 2021: With the T20 season kick-starting, Radio City has announced its partnership with one of the world's favorite cricket teams, Mumbai Indians. Radio City has been signed as one of the official partners of Mumbai Indians. To mark its decade-long association with the 5 times champions, India's leading radio network, Radio City has amplified Mumbai Indian's campaign thought of '*Yeh hai har Indian ki family*' on air and on digital. The campaign is being promoted across Radio City's 11 markets in Maharashtra, where the network is leading airwaves and is the only radio channel having a strong foothold in Maharashtra region. The FM station has also launched a special show- 'The Mumbai Indians Show' where RJ Shonali will bring in some interesting news and trivia along with conducting contests for Mumbai Indians fans.

Over the years, Radio City is recognized for its zeal to entertain and engage with its audience through various initiatives both at local and national level. Every campaign is tailor-made as per the current trend and its audience preference. Like every year, this year as well, the station has put together a series of innovative and exciting content for its cricket-loving followers, especially Mumbai Indians fans. These initiatives are being promoted on-air as well as digitally. On-air RJ Shonali is hosting a special show called 'The Mumbai Indians Show' and digitally Radio City's official page has been sharing the glimpses of the on-air show along with other activities which include video clips of RJs and fans grooving to the tunes of Mumbai Indians anthem, a cheering contest wherein the best hurrah will win a prize along with general trivia and news about the team and the tournament.

Kartik Kalla, Chief Creative Officer, Radio City said "We all know how much Indians love cricket. It is more than just a game. It is an emotion that binds everyone together. I am happy to share that this is Radio City's 10th year of associating with one of the best T20 teams, Mumbai Indians. Radio City has a strong presence in the 11 cities of Maharashtra which will undoubtedly help to amplify Mumbai Indians campaign thought with our listeners through our well-known RJs. Radio City has always been a forerunner in spearheading initiatives that invoke a sense of city pride amongst its listeners. Our strong partnership with Mumbai Indians which is like a family now is a testimony to the same. Radio City through Mumbai Indians campaign thought of '*Yeh hai har Indian ki family*' helps in strengthening the bond between the team and Radio City listeners."

Mumbai Indians Spokesperson said "Radio is a key platform for us to connect with fans which allows us to listen to their views first person basis. Even in the age of increasing digital consumption of sports, we believe Radio offers multi-linguistic and personalized voice to our communication with followers. Our decade long journey with Radio City has been nothing short of an enriching experience, and we look forward to our partnership in exploring more innovative ways to reach our fans."

As part of the promotion, Radio City will be promoting this campaign extensively through on-air and digital promos, TOH, sweepers, bumpers, capsules, RJ integration, digital integrations, and contests. Through this association, the FM station aims to unite all cricket fans and spread the spirit of cricket among them. At a time when the country is caught in the Covid-19 Tsunami, cricket acts as an escape from the uncertain reality. The ongoing T20 cricket season has glued the whole nation to the TV right now. To further

entertain their audience, Radio City has planned some interesting initiatives and activities throughout the championship season. So, stay tuned!

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.