

August 5, 2019

1.	National Stock Exchange of India Ltd. Exchange Plaza, 5 th Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051 NSE Scrip Code: RADIOCITY ISIN: INE919I01024	2.	BSE Limited Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort Mumbai 400 001 BSE Scrip Code: 540366 ISIN: INE919I01024
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Dear Sirs,

Sub: Press Release titled **“Becomes the first Indian radio network to acquire commercial rights to sell ad space at the Lucknow metro stations and play curated content for three years”**.

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 Strengthens Its Bond with Lucknow Metro Rail Corporation

Becomes the first Indian radio network to acquire commercial rights to sell ad space at the Lucknow metro stations and play curated content for three years

Reinforces its association with Lucknow Metro Rail Corporation (LMRC) and extends partnership from 8 to 21 metro stations to entertain LMRC travelers

Lucknow, 5th August 2019: Strengthening its relationship with Lucknow Metro Rail Corporation (LMRC), Radio City, India's leading radio network, became the first Indian radio channel to acquire commercial rights to sell ad space at the Lucknow metro stations, offering a unique in-transit entertainment experience for commuters. Radio City, which was earlier operational for 8 metro stations, will now enthrall Lucknowites across all 21 metro stations of LMRC with curated content and music for three-years.

As part of this association, Radio City will not only be able to sell ad space but also entertain commuters with specialized content like foot tapping music and interesting trivia about the City of Nawabs. In tandem with Radio City's brand philosophy and music strategy of offering mood-mapped music, the playlist will be topical and in sync with the preferences of Lucknowites and will be refreshed every fortnight.

Commenting on the partnership, **Mr. Kartik Kalla, Chief Creative Officer, Radio City**, said, "Radio City has created history by becoming the first-ever Indian radio channel to acquire commercial rights to sell ad space and play curated content across 21 metro stations for three years. With the philosophy of '*Rag Rag Mein Daude City*', we have been a forerunner in the radio industry with initiatives that are tailor made to our audience's preferences and have always explored new avenues of entertainment. Since our inception, Radio City has been ruling airwaves in Lucknow and our continued partnership with LMRC reinforces our leadership position. This association will allow us to implement our sectoral knowledge and expertise to further strengthen our connect with the city."

Expressing his views on the partnership, **Mr. Kumar Keshav, Managing Director, LMRC**, said, "Transporting around 60,000 commuters and completing 331 trips daily, LMRC has become a part of Lucknow's holistic multi-modal transport system. We are pleased to take our relationship with Radio City a step forward as it understands the essence of the city and what connects best with its listeners. Music and travel go hand in hand, and I believe that this partnership will enrich the travel experience of our commuters."

This partnership with LMRC further amplifies Radio City's brand philosophy of "*Rag Rag Mein Daude City*" by providing locally relevant content to its listeners, infused with regional flavor and nuances.

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 over 17 years of expertise in the radio industry, Radio City has consistently been the number one radio station in Bengaluru and Mumbai with 24.5% and 15.7% average listenership share respectively. (Source: RAM Data, TG: 12+ Period: Week 1, 2013 to Week 21, 2019). Radio City Delhi ranks #2 with 13.4% average listenership share (Source: RAM Data, TG: 12+ Period: Week 1, 2019 to Week 21, 2019).

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 18 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 humour and the concept of agony aunt on radio with *Babber Sher* and Love Guru respectively. It also initiated Radio City Freedom Awards, a platform to recognize independent music and provided a launch pad to budding singers with Radio City Super Singer, the first singing talent hunt on radio.

Radio City bagged 73 awards across national and international platforms like Golden Mikes, India Radio Forum, New York awards, ACEF awards etc. in 2018-2019. 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. In 2019, Radio City ranked 6th in ‘Best Large Workplaces in Asia’, according to the GPTW survey.

About LMRC

Lucknow Metro, the dream project of the people of Lucknow has now earned the distinction of being the fastest ever Metro Rail project in the country. The 8.5 km “Priority Corridor” of the North – South Metro Corridor (Phase 1A) between Transport Nagar & Charbagh consisting of eight elevated Metro stations has been completed in just less than three years and entire 22.878 km long corridor from CCS airport to Munshipulia completed within 4.5 years which is a record in itself. It’s been a landmark achievement in the history of Metro Rail Project execution in the country which has set a new benchmark in Metro construction in India. With this wonderful achievement, LMRC has emerged as a role model in bringing a Mass Rapid Transit System (MRTS) revolution in the State and now will play an important role for upcoming Metros in other cities of Uttar Pradesh.

For further details, log on to www.radiocity.in

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