

May 2, 2022

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

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 "Another triumph for Radio City as it bags 25 awards at ACEF Global Customer Engagement Forum & Awards 2022".

The aforesaid Press Release will also be uploaded on the website of the Company <https://www.radiocity.in/>

You are requested to take the aforesaid on record.

Thanking you

Yours Faithfully
For **Music Broadcast Limited**



Arpita Kapoor
Company Secretary and Compliance Officer
Membership Number: F8842

Encl: as above



Another triumph for Radio City as it bags 25 awards at ACEF Global Customer Engagement Forum & Awards 2022

- Awarded as the Most Admired Radio Station for Customer Engagement
- Receives 18 Gold, 4 Silver and 3 Bronze awards across varied radio categories

Mumbai, 2nd May 2022 – Radio City, India’s leading radio network is happy to announce that the company has been honoured with 25 awards at ACEF Global Customer Engagement Forum & Awards 2022. Interestingly, Radio City has also been awarded as the Most Admired Radio Station for Customer Engagement in the Grand Prix category. Founded in 2012, ACEF Global Customer Engagement Forum and Awards has been recognizing innovative campaigns, creatives and customer engagement activities across various mediums of marketing.

Radio City has been consistently offering relevant and relatable hyperlocal content across 39 markets to appeal to the audience. The radio station understands the pulse of its listeners and has been at the vanguard of incessantly developing campaigns that add value to the lives of the audience. For instance, campaigns such as Station Sound - 20 second Hand wash, Corona Help Corner, Mission Pawisible, Gaddha Pehelwan, Techshala, Cele-baray and many others have positively impacted the listeners. Similarly, podcasts such as Kadak Currency by Salil Acharya, Aapni Bhasha Aapno Swag, Mothers in Mythology, and others have been admired by the listeners.

Commenting on winning the prestigious award, Mr. Kartik Kalla, Chief Creative Officer, Radio City said, *“It is a proud moment for all of us at Radio City to achieve another milestone by bagging 25 awards at one of the most prestigious ACEF Global Customer Engagement Forum & Awards 2022. It is a double bonanza for us as Radio City has also been awarded as the Most Admired Radio Station for Customer Engagement. Receiving these awards is a testament to the fact that Radio City has been developing innovative campaigns, podcasts and engaging content through their RJs that resonates with the audience’s content consumption preferences.”*

Out of the total 25 awards, Radio City has received 18 Gold, 4 Silver and 3 Bronze awards across varied categories such as Most Admired Podcast, Effective Radio Campaigns, as well as two RJ of the year awards. The awards ceremony was conducted on 29th April, 2022 at Westin Hotel in Mumbai. Recently, New York Festivals also announced the winners of Radio Awards 2022 and Radio City has won two finalist certificates from the international forum for their entries Escape from Ukraine and Hosabelaku.

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

Ranking	Main Category	Sub Category	Campaign Name
Gold	Grand Prix	Most Admired Radio Station for Customer Engagement	-
Gold	Most Admired Podcast	Drama	Lockdown Rishtey
Gold	Most Admired Podcast	Business	Kadak Currency
Gold	Individual Award	Radio Jockey of the Year (Regional Languages)	RJ Shonali (Evening Show)
Gold	Individual Award	RJ Of The Year	RJ Kishore Kaka
Gold	Most Admired Podcast	Society & Culture	Aapni Bhasha Aapno Swag

Gold	Most Admired Podcast	Storyteller Drama	Chali Kahaani
Gold	Most Admired Podcast	TV & Film	Radio City Nuvvu Nenu O Cinema - Geethanjali
Gold	Most Admired Podcast	RELIGION & SPIRITUALITY	Mothers in Mythology
Gold	Radio	Best use of Celebrity Endorsement	Cele-baray
Gold	Most Admired Podcast	General Podcasting	Tamil Podcast-stories of all genre
Gold	Radio	Successful Use of Technology	Aji Suntey Ho with Ayushi and RJ Raghav
Gold	Radio	Effective use of Market Research	Shaan E City
Gold	Radio	Effectiveness	Corona Help Corner
Gold	Radio	Creativity	Don't Drink and Drive
Gold	Radio	Effective Use of Customer Feedback	Gaddha Pehelwan
Gold	Social Media App	Effectiveness	HashTag Kisse with Pankaj Jeena
Gold	Radio	Innovation	Take It Easy With Divya
Silver	Most Admired Podcast	Comedy	Radio City Wrong Story - Cinema Bandi
Silver	Radio	Innovation	Station Sound - 20 second Hand wash
Silver	Radio	Successful Use of CSR activity	Corona Help Corner
Silver	Radio	Effectiveness	Techshala
Bronze	Radio	Creativity	Supari
Bronze	Radio	Successful Use Of CSR Activity	Mission Pawsible
Jt. Bronze	Radio	Effectiveness	Gaddha Pehelwan

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 20 years of expertise in the radio industry, Radio City has consistently been the number one radio station in Bengaluru and Mumbai with 25.0% and 14.7% average listenership share respectively. (Source: RAM Data, TG: 12+ Period: Week 1, 2013 to Week 08, 2022). Radio City Delhi ranks #3 with 12.1% average listenership share (Source: RAM Data, TG: 12+ Period: Week 1, 2019 to Week 08, 2022).

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 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 85 awards across national and international platforms like Golden Mikes, India Radio Forum, New York awards, ACEF awards etc. in the recent past. 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 more Information, please contact:

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