

July 07, 2020

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
----	---	----	---

Dear Sirs,

Sub: Press Release titled “Radio City Records a Massive Listenership of 1.43 Crore, Ranks No 1 in Mumbai, Delhi, and Bengaluru, as per RAM Ratings”

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 Records a Massive Listenership of 1.43 Crore, Ranks No 1 in Mumbai, Delhi, and Bengaluru, as per RAM Ratings

Radio City Tops the Charts across 3 metros in the Week 13 to 22, 2020

Mumbai, July 27th, 2020: Radio City, India's leading radio network, has yet again ruled the charts by being the No. 1 station in Mumbai, Delhi, and Bangalore with a listenership of 1.43 crore listenership, as per the latest RAM (Radio Audio Measurement) ratings. The rankings correspond to Week 13 to Week 22 of the current year, 2020, across these 3 key metro cities. (Source: RAM, Markets: Mumbai, Delhi, and Bangalore, Demographic: 12+, All Statistics: Cumes in 000s, Daypart: Monday to Sunday from 12am-12am, Place of listening: All, Period: Week 13 to 22, 2020).

Radio City has maintained its top position in these competitive and prominent markets by providing innovative and integrated campaigns aimed at offering customised and fresh content to its listeners. Several notable campaigns which Radio City initiated during these challenging times, like Concert From Home, Dabbewale ka Dabba Bharo, Radio City Ka Salaam Corona Fighters Ke Naam, Radio City Bazaar, and Rag Rag Mein Positivity, amongst others, went a long way to entertain audiences, instill hope in them, and also provide help wherever required.

Commenting on this, **Mr. Ashit Kukian, CEO, Radio City**, said, "Radio City has always been at the forefront to utilise the power and reach of radio to entertain and help its listeners. Whether by becoming a source of reliable and factually correct information or driving purpose led campaigns, our teams have ensured that we deliver unhindered entertainment and keep our audience engaged even in such a challenging scenario. Having been the nation's positive voice since years, we proactively decided to alter our tag line to the new ethos of '*Rag Rag Mein Positivity*' during this lockdown, which has also received great feedback from our listeners. With this, we will continue to create positive, innovative, and engaging campaigns to always meet our listeners' preferences. This rating is yet again a testimony of our audience's love and support and our undying team spirit."

With a strong focus on music and entertainment coupled with listeners' preferences, Radio City, over the years has been the nation's positive voice. Through, Rag Rag Mein Positivity, the radio network continues to stay committed and responsible in spreading happiness, hope and positivity amongst the listeners, society, and the nation.

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 24.7% and 15.3% average listenership share respectively. (Source: RAM Data, TG: 12+ Period: Week 1, 2013 to Week 22, 2020). Radio City Delhi ranks #2 with 13.7% average listenership share (Source: RAM Data, TG: 12+ Period: Week 1, 2019 to Week 22, 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 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 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 Media Queries: Ms. Varsha Ojha / Ms. Mitali Jathar

Email: varshao@myradiocity.com / mitalij@myradiocity.com

	
Music Broadcast Limited	Strategic Growth Advisors Pvt. Ltd
CIN: L64200MH1999PLC137729	CIN: U74140MH2010PTC204285
Ms. Sangeetha Kabadi	Ms. Payal Dave
Email : sangeethak@myradiocity.com	Email : payal.dave@sgapl.net
Mr. Jimmy Oza	Mr. Jigar Kavaiya
Email: jimmyo@myradiocity.com	Email: jigar.kavaiya@sgapl.net