

April 29, 2020

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| 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 "Radio City Encourages Listeners to Stay Indoors With 'Ghar Se Na Niklenge' Anthem".

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 Encourages Listeners To Stay Indoors With ‘Ghar Se Na Niklenge’ Anthem

A collaborative effort of Radio City team and established Bollywood singers, TV personalities, social media influencers and industry choreographers, the anthem urges people to stay indoors and also contribute to the PM Cares Fund

Mumbai, April 29th 2020: The nation has come to a standstill as people have been asked to stay at home and observe social distancing to curb the spread of the virus. Motivating people during this tough situation and encouraging them to continue staying indoors, Radio City, India’s leading radio network launches ‘Ghar se na niklenge’ anthem. In addition to staying indoors, the foot tapping anthem urges citizens to come forward and support the nation by donating for the PM Cares Fund.

Radio’s City’s ‘Ghar Se Na Niklenge’ Anthem has been voiced by famous Bollywood singers like Divya Kumar, Benny Dayal, Asees Kaur, Meghna Mishra, and Nakash Aziz. The anthem is being aired across Radio City’s Hindi Speaking markets. Making the audience match steps with their groovy dance moves, the music video of the anthem features Radio City RJ’s along with artists like Sahil Khattar, Sushant Poojary, Paul Marshal, Rahul Shetty, Deepak Singh, Himanshu Parihar, Hiten Shah, Vaibhav G, Manan Sachdeva, Shashank Dogra, Aishwarya Radhakrishnan, Dhruv Dutt, Sonali Kar, Macedon D Mello, Sanam Johar, Abigail Pandey, Raveena Chaudhary, and Sneha Kapoor. The video will be amplified extensively across Radio City’s social media handles, including Facebook, Instagram, YouTube, and TikTok.

Sharing his thoughts on the anthem, Mr. Kartik Kalla, Chief Creative Officer, Radio City, said, “It’s been over a month and a half that we’ve been in lockdown and needless to say, it’s becoming increasingly tough to stay positive and motivated through it all. However, maintaining social distancing and staying at home is critical to flatten the curve. Radio City has always strived to utilise the power and reach of radio to connect with its audience and bring a positive change in the society. The ‘Ghar se na niklenge’ anthem is yet another creative approach from the Radio City’s AudaCITY team to not only entertain our listeners but also create awareness of the importance of staying indoors. We also support our Honourable Prime Minister’s message and through this anthem are encouraging our listeners to donate for the PM cares Fund. I would like to thank all the artists who have come forward and supported us in this initiative.”

Speaking about the initiative, Batameez Dil singer, Benny Dayal said, “Amidst such unprecedented times when the world is grappling to fight the Coronavirus pandemic, staying home is the only way to prevent the spread of this deadly virus. Music has the power to bring people together, uplift mood, and provide comfort. A huge shout out to the Radio City team for making me a part of the ‘Ghar se na niklenge’ anthem and spread joy in others’ lives. I humbly request everyone to stay home and stay safe.”

Sharing his thoughts on the anthem Actor, Indian Youtuber and Television host, Sahil Khattar said, “It is imperative for people to stay indoors to safeguard themselves and others as well. Radio City’s ‘Ghar se na niklenge’ anthem has brought all of us together to cheer up the audience. We need to understand the gravity of the situation and stay united in making the purpose of this lockdown a success. Let’s stay at home and defeat this pandemic together.”

Speaking about the Radio City’s ‘Ghar se na niklenge’ anthem, the Shubharambh singer, Divya Kumar said, “I am elated to lend my voice to the ‘Ghar se na niklenge’ anthem by Radio City. I think it is our collective responsibility as citizens to abide by the rules and stay indoors for our nation. I am certain that this anthem will make you groove to its tune and help spread some positive vibes amidst the tough times.”

The second phase of the campaign will be spearheaded by Pepeta choreographer, Rajit Dev, who will launch #RadioCityNamasteChallenge, a digital campaign that will urge viewers and listeners of Radio City to come up with their version of the hook step of the anthem and share it on their social media handles, tagging Radio City.

Radio City’s ‘Ghar Se Na Niklenge’ Anthem, is a collaborative effort of Radio City team and established Bollywood singers, TV personalities, social media influencers, and industry choreographers, who have joined hands to bring a smile to people’s faces and help them understand the importance of not leaving their homes during the lockdown.

You can watch The Radio City’s ‘Ghar Se Na Niklenge’ Anthem here: <https://www.youtube.com/watch?v=3OeKhk5BvSI>

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. 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.

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RAG RAG MEIN
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