

February 19, 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
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Dear Sirs,

Sub: **Press Release titled "Radio City & Mid-day's Hitlist Web Awards to Celebrate India's Binge List".**

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 & mid-day's Hitlist Web Awards to Celebrate India's Binge List

The platform will focus on recognizing and felicitating the best work across OTT players

Radio City and mid-day's Hitlist Web Awards – established to felicitate the best in the realm of video-on-demand entertainment

Mumbai, 19th February 2020: Over-the-top (OTT) platforms have enabled storytellers to bring the magic of storytelling to everyone at the touch of their fingers. The recent advent of video-on-demand (VoD) has democratised the entertainment industry by allowing content creators to bring their stories to life. To celebrate these magical storytellers and to keep pace with these user consumption modes, Radio City and mid-day together celebrate India's binge list with the launch of Hitlist Web Awards, a platform that recognises and felicitates the best work done by artists across the OTT space. The voting lines went LIVE from 14th February 2020 and ends on 8th March 2020, where the audience will get an opportunity to vote for their favourite stars. The activity will culminate with a grand award night on 19th March 2020 in Mumbai.

The nominees will be shortlisted across 14 categories, like Best Series, Best Adaptation (From a book and International Series), Best Creator, Best Writing, Best Web Film, and much more. The winners will be decided by a grand jury, headed by Mr. Mayank Shekhar, editor, mid-day hitlist, an award-winning journalist, author, and broadcaster. Radio City mid-day Hitlist Web Awards will be promoted across platforms, on air in Hindi speaking markets, where Mayank would review one famous web series each day on-air. The property will be promoted across digital, print and on ground platforms also.

Mr. Mayank Shekhar, Editor Hitlist, mid-day said "The OTT space has provided a platform to many individual content creators and creative mavericks to showcase their vision and talent and has gripped Indians with the plethora of shows available. We have witnessed experimentation by way of formats, genres, languages, and the subverting of conventionally popular tropes usually employed in mainstream cinema. According to an eMarketer report, the average Indian spent a little over 2 hrs daily watching videos."

The OTT boom has placed India on the global map with our work getting recognized internationally while allowing the Indian audiences to get a taste of diverse global content. I'm positive the Radio City and Mid-Day Hitlist Web Awards will become one of our marquee properties in the coming years. It aims to felicitate the work done by the cast and crew of the shows and movies across multiple OTT platforms that we all have binged on. It is a platform to encourage talent and ensure that the art of storytelling thrives", added **Ms. Rachna Kanwar, COO, Digital Media, Jagran Prakashan Limited**

Radio City RJs will also share interesting trivia about various shows and encourage listeners to participate in contests around the OTT industry and urge them to cast their vote. Radio City will create a *Rag Rag Mein Binge-Watch* jingle, featuring a mash-up of dialogues and sounds from the many popular web series, to promote the upcoming awards. To cast their votes, the audience can either **log in to www.hitlistwebawards.com or send an SMS to HITLIST <space> category name <space> your choice (A/B/C etc) to 57575**

Being the biggest cinema market in the world, Indian OTT market is one of the most exciting business to watch out for. A 2019 KPMG report mentions that India will have more than 500 million online video subscribers by FY 2023, which will make the country the second biggest in the world after China. In fact, as per a CISCO report, video traffic is expected to account for about 82% of all internet usage by 2022. Being a forerunner in recognizing and encouraging new talent, Radio City and mid-day are all set to reward the best names of the industry for their creativity, vision, and hard work.

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.

For Media Queries: Ms. Varsha Ojha / Ms. Priyanka Gupta/ Ms. Mitali Jathar

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

RAG RAG MEIN
DAUDE CITY.



Music Broadcast Limited

CIN: L64200MH1999PLC137729

Ms. Sangeetha Kabadi

Email : sangeethak@myradiocity.com

Mr. Jimmy Oza

Email: jimmyo@myradiocity.com

SGA Strategic Growth Advisors

Strategic Growth Advisors Pvt. Ltd

CIN: U74140MH2010PTC204285

Ms. Payal Dave

Email : payal.dave@sgapl.net

Mr. Jigar Kavaiya

Email: jigar.kavaiya@sgapl.net