

May 14, 2020

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

**Sub: Press Release titled “Radio City Entertains Digizens through various Digital initiatives amidst Lockdown; Witnesses a 280% Surge in Reach across its Social Media Platforms”.**

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 Entertains Digizens through various Digital initiatives amidst Lockdown; Witnesses a 280% Surge in Reach across its Social Media Platforms**

**Mumbai, 14th May 2020:** Radio City, India's leading radio network has undertaken various innovative and engaging digital campaigns across its social media platforms to unite and entertain digizens during the lockdown. In addition to the regular digital initiatives, Radio City executed various novel digital initiatives - be it Insta LIVE sessions with celebrities, Helo LIVE session with RJ's, Concert from Home with singers on Facebook, etc. These campaigns led to Radio City witnessing a surge in its reach across its digital platforms like Facebook, Twitter, Instagram, Helo, and YouTube.

Radio City was one of the first radio stations to exclusively partner with Helo, the leading regional social media platform in 14 Indian languages, and conducted an integrated digital campaign with the #HeloLivePeMilo initiative. As a part of the week long #HeloLivePeMilo campaign, Radio City's RJs Mitali, Harshil, Shiv, Shonali, and Kishore Kaka interacted with their fans and listeners through an engaging LIVE session on the Helo app to strengthen their connect with the regional audience. The campaign was promoted extensively across Radio City's and RJ's Facebook, Twitter, Instagram, and Helo handles. The #HeloLivePeMilo campaign garnered a whopping 2 million views. The individual RJ Pages saw an overall increase of 18k+ followers on their Helo Profiles post the live session.

On Twitter, Radio City's tweet encouraging its listeners to execute PM Narendra Modi's task of lighting diyas and showing solidarity for the frontline warriors, was retweeted by the PMO's Twitter handle and received 23,000 likes. To entertain the audience and brighten up their days during these times, Radio City did 128 Instagram Live videos with famous personalities like Dia Mirza, Kapil Dev, Shruti Haasan, Rana Daggubati, and many more, which garnered more than 6 lakh views.

**Speaking on the achievement, Rachna Kanwar, COO, Digital Media, Jagran Prakashan Limited, said,** "First and foremost, we feel privileged to have been able to keep our listeners entertained during these tough times. And we feel humbled by all the love that we've received, resulting in a stupendous 280% growth of our social media reach numbers in April. Throughout the lockdown, we have introduced innovative and engaging ways to keep our audiences entertained digitally in tandem with the communication that we have been sharing on radio. We were able to catch the nerve of recent trends and the rapidly unfolding situation and responded with alacrity to share content that was relevant and what our audience was craving for. Amplifying our philosophy of 'Rag Rag Mein Daude City' through this current slew of digital campaigns, we have brought the perfect concoction of entertaining music, socially relevant content, and curated initiatives, providing an exciting digital experience for our listeners across the country."

Viral City, Radio City's Radio & Digital IP which was launched in September'19, has RJ Archana and RJ Salil interview renowned YouTubers and TikTokers, asking them to share stories about the struggles faced in their journey to the stardom they received and tips and tricks related to their

field. The list included prominent names like Jannat Zubair, MSK Vlogs, Slayy Point, Riyaz Ali, Mr. Faisu, amongst many others. The interviews posted on YouTube received 1.5 Million views in the month of April.

Harnessing the reach of Facebook, Radio City, in association with Think Music, Divo, Aditya Music & D Beats, conducted Facebook Lives for its popular IP 'Concert From Home' in the Southern cities of Chennai, Hyderabad, and Bangalore with some of the biggest names in the South music industry. Radio City also partnered with Virtual Planet to entertain the audience in Rajasthan. Both these activities saw 2 Million live viewers and witnessed a total reach of 3.5 Million. To make its audience laugh, Radio City's RJ Divya and Ramit Jain, through the 'Pati Patni Aur Lockdown' activity on Facebook, shared multiple humorous one-minute sketches of the relationship between a husband and a wife during the lockdown. The show garnered 6 Million views, with 12 Million reach on the platform.

The reach of these digital campaigns further substantiate the findings from a recent KPMG report titled "Covid-19: The Many Shades of a Crisis- a Media and Entertainment Sector Perspective", which says digital consumption has seen a surge during the lockdown period.

With innovation as its core, Radio City has yet again integrated contemporary ideas to engage its listeners and bring a smile on their faces during these tough times.

### **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](http://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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