

January 19, 2018

<b>1. National Stock Exchange of India Ltd.</b> Exchange Plaza, 5 <sup>th</sup> Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051  NSE Scrip Code: RADIOCITY ISIN: INE919I01016	<b>2. BSE Limited</b> Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort Mumbai 400 001 BSE Scrip Code: 540366 ISIN: INE919I01016
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Dear Sirs,

**Subject: Press Release titled "Radio City launches one of its kind listener choice award in Maharashtra, Radio City Cine Awards Marathi"**

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 launches one of its kind listener choice award in Maharashtra, Radio City Cine Awards Marathi with Marathi Superstars Sonalee Kulkarni, Sanjay Jadhav, Bhushan Pradhan and Hrishikesh Ranade Amongst Many More**

### **Radio City Gears Up To Laud Exceptional Performers from the Marathi Film Industry**

**19<sup>th</sup> January 2018:** Radio City, India's leading radio network, today announced, **Radio City Cine Awards Marathi**, to applaud talent of the artistes and technicians of the Marathi film fraternity. Post a successful response of over 2 cr in Telugu, Kannada, Tamil, Radio City is all set to create a benchmark for its only listener choice award, Radio City Cine Awards Marathi. The award will provide a transparent access to listeners to cast their vote and support their favorite superstars of the Marathi film industry. The trophy was unveiled in the presence of leading celebrities - ***Sonalee Kulkarni, Sanjay Jadhav, Bhushan Pradhan, Hrishikesh Ranade, Saavnie Ravindra, Jatin Wagle, Pallavi Subhash, Bhargavi Chirmule and Sumedh Mudagalkar.***

The scintillating evening started with popular playback singer Nikhil Modgi's Ganesh Vandana and hosted by Radio City RJs Shonali and Kedar, giving a glimpse in to the launch of RJ Winnie. This was followed by an entertaining performance by singer Hrishikesh Ranade and an exemplary dance performance by a famous dance troupe. At this launch, Radio City celebrated 100 years of Marathi cinema through an AV which also took the viewers on an entertaining journey from Dadasaheb Phalke to the new aged Marathi cinema.

The activity is promoted through teasers, promos, and celebrity endorsements as a part of the on-air promotion. Radio City through digital platforms engaged celebrities to share video content for vote appeal with hashtag #CityCineAwardsMarathi.

**At launch of this one of a kind initiative, Mr. Abraham Thomas, CEO, Radio City said,** "After the stupendous response and huge success of Radio City Cine Awards Telugu, Tamil and Kannada, Radio City brings the initiative to Maharashtra with Radio City Cine Awards Marathi. Radio City is the strongest network with presence across 11 cities in Maharashtra and has always been at the forefront in supporting and promoting Marathi film fraternity. Through Radio City Cine Awards we provide a transparent platform for fans to support their stars we are confident of an overwhelming response through Radio City Cine Awards in Maharashtra. We look forward to extending the activity in Punjabi, Gujarati, Bhojpuri soon."

**Commenting on the launch of the Radio City Cine Awards Marathi, celebrity actress Sonalee Kulkarni said,** "The Marathi film industry has a very close connect with all the Marathi speaking audiences across the country. Radio City Cine Awards is a great initiative by Radio City which not only provides appreciation to artistes and technicians for their hard work but also empowers the listeners by giving them a transparent platform to select their favorite celebrities. Radio City has always supported Marathi movies and music and I am certain that my fans and Radio City listeners will continue to show their love and support to the entire fraternity through their votes."

Nominees and winners of Radio City Cine Awards Marathi will be determined based on public voting which will be available via traditional mediums on-air, SMS, and new-age mediums Facebook, Twitter, WhatsApp. The unique selection process will allow listeners from the City ke kone-kone Se to vote for their favorite stars.

The celebrities will be nominated under 12 different categories like Best Film, Best Director, Best Actor, Best Actress, Best Debut Male, Best Debut Female, Best Villian, Best Actor in Comic Role, Best Music Director, Best Lyricist, Best Singer Male and Best Singer Female. This will culminate into a grand award night on-air where the winners will be announced and felicitated.

Listeners from Maharashtra can cast their votes directly on the website: [www.radiocity.in](http://www.radiocity.in)

#### **About Radio City 91.1FM:**

Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakashan Ltd. Radio City was the first FM radio broadcaster in India and brings with it over 16 years of expertise in the radio industry. Amongst the private radio stations, Radio City has consistently been the number one radio station in Bengaluru and Mumbai with 24.17% and 17.10% average listenership share respectively. (Source: TAM Data – Radio Audio Measurement, Markets: Mumbai and Bangalore TG: 12+ Day-part: Mon-Sun 12:00 AM-12:00 AM, Place: All; Period: from December 30, 2012 to January 21, 2017) and as on March 31, 2017, Radio City reached out to over 52.5 million listeners in 23 cities covered by AZ Research (Source: AZ Research Report).

Music Broadcast Limited currently has 39 stations, including 11 newly acquired stations in Phase III auctions. Radio City in its third phase expands to Kanpur Ajmer, Kota, Bikaner, Udaipur, Patiala, Patna, Jamshedpur, Nasik, Kolhapur and Madurai.

Radio City has spearheaded the evolution of FM radio programming by offering content that is unique and path-breaking. The network introduced humour and the concept of agony aunt on radio with Baber Sher and Love Guru respectively. It also initiated the Radio City Freedom Awards and provided a launch pad to budding singers with Radio City Super Singer, the first-of-its-kind radio talent show in India. Through its 'Rag Mein Daudet City' philosophy, the network has adopted a local approach that resonates with the listeners while inculcating a sense of city pride and infusing local culture and flavour on-air. The network provides terrestrial programming along with 48 other web-stations, through its digital interface, [www.radiocity.in](http://www.radiocity.in).

Radio City has been featured consistently in 'India's Best Companies to Work For' study conducted by Great Place to Work Institute. The network has repeatedly been called out as amongst the best in the media industry. In 2017, the company was included in the list for the 6th time.

For further details, log on to [www.radiocity.in](http://www.radiocity.in)

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