



# Radio City Corporate Presentation

RAG RAG MEIN  
DAUDE CITY.



# 17 YEARS OF LEADERSHIP

## LEADERSHIP

1<sup>st</sup> Private FM  
broadcaster in India

39 Radio Stations

52 Web radio  
stations

24.5% Market listenership share &  
No.1 in Bengaluru, 15.9%  
listenership share & No.1 in  
Mumbai, 13.1% listenership share  
& No.2 in Delhi

\*Source: RAM

## PROGRESS

9334+ Advertisers  
prefer us

72% Of the population  
reached after the  
acquisition of Friends  
91.9 FM

111 Strong team of  
radio jockeys (RJs)

21% Increased  
market share in the  
15 air check markets  
in FY 2017 - 18

## REACH

39 CITIES...12 STATES

67 MN total listenership base

Source: AZ Research  
Baseline Study 2018

\*Mumbai & Bangalore Source RAM, TG: 12+ All, Share%, Mon-Sun 12am-12am, Place of Listening: All, Period: Jan 2013 to Jan 2019 Average

\*Delhi: Source: RAM, TG: 12+ All, Share%, Mon-Sun 12am-12am, Place of Listening: All, Period: Week 1 2019 to Week 7 2019 Average)

# 39 CITIES ...12 STATES...1 UNIVERSAL TUNE

Radio City Presence			
No	Cities	No	Cities
1	Mumbai	15	Ahmednagar
2	Delhi	16	Sholapur
3	Bangalore	17	Sangli
4	Chennai	18	Nanded
5	Pune	19	Jalgaon
6	Hyderabad	20	Akola
7	Ahmedabad	21	Agra
8	Surat	22	Bareilly
9	Nagpur	23	Gorakhpur
10	Lucknow	24	Varanasi
11	Jaipur	25	Jalandhar
12	Baroda	26	Ranchi
13	Coimbatore	27	Hissar
14	Vizag	28	Karnal



Phase 3	
No	Cities
1	Kanpur
2	Patna
3	Madurai
4	Nasik
5	Kolhapur
6	Udaipur
7	Ajmer
8	Kota
9	Bikaner
10	Jamshedpur
11	Patiala

**Alliances: In Kolkata with 'Friends FM' and Gwalior with 'Suno Lemon'**

# COMPELLING BRAND PROPOSITION

RAG RAG MEIN  
DAUDE CITY.



Jinki rag rag mein city daudti ho, woh aankhon se hi nahin, saanson se, zubaan se aur kaano se bhi city dekh lete hain.

**Rag rag mein daude city, FM bole toh radio city**



*Click on the pic above to view the video.*

# METRO

# NON-METRO

## RADIO CITY & RED FM HAVE THE HIGHEST MIND SHARE WITH HIGH SLOGAN – BRAND ASSOCIATION

RADIO STATION | MIND SHARE %



RADIO STATION | MIND SHARE %



# ALL HAIL THE POWER OF RADIO, THE MOST INFLUENTIAL AND TRUSTED SOURCE.

Radio City is the No.1\* radio network in India according to AZ research.



Source: AZ Research, TG: 12+ All, Baseline Apr 2018



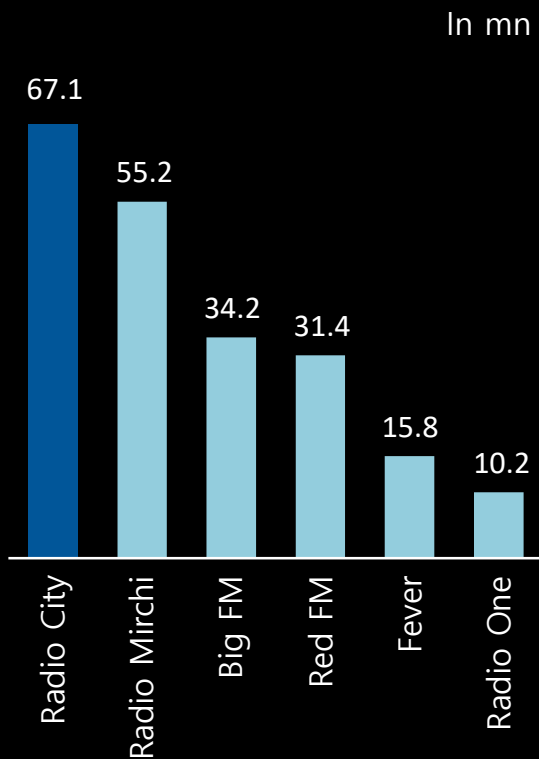
## Yeh toh bas shuruat hai, aage aage dekho hota hai kya!

Radio City becomes India's most influential radio network with 73 awards and counting.

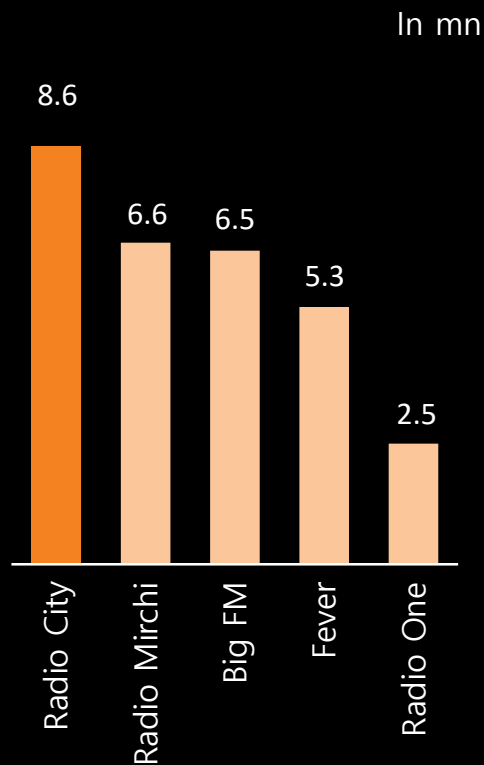
# MOST INFLUENTIAL & TRUSTED RADIO NETWORK WITH 73 AWARDS & COUNTING.....!

# LEADERSHIP POSITION IN LARGE MARKETS

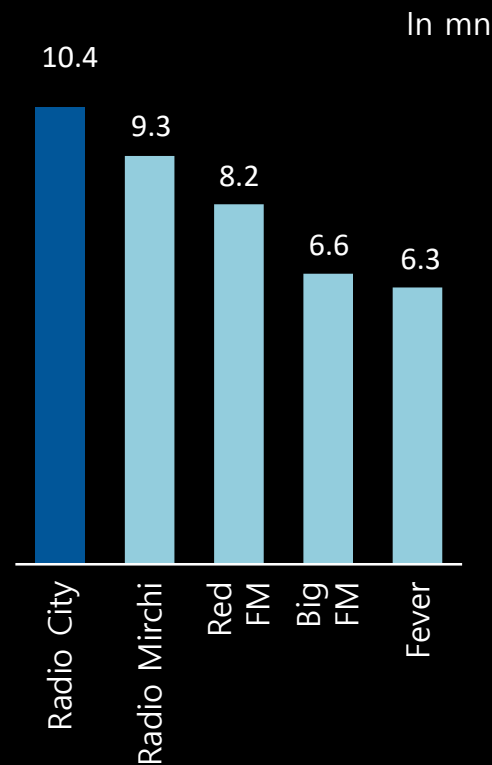
Listenership Across Markets



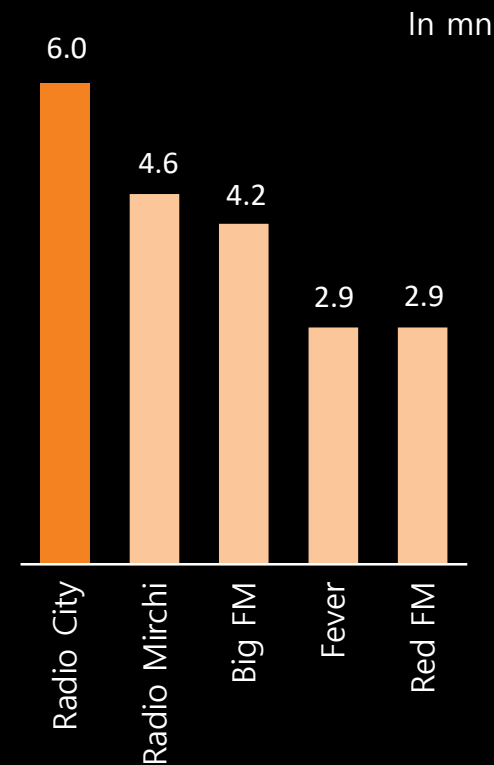
Listenership in Mumbai



Listenership in Delhi



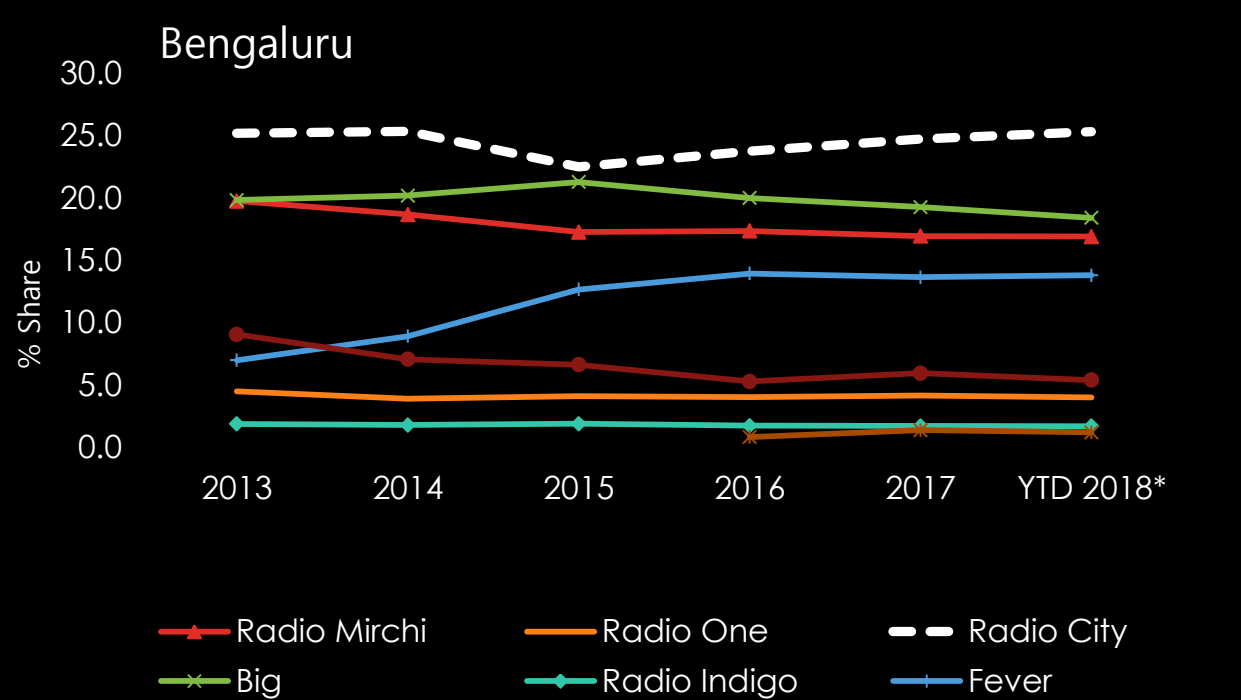
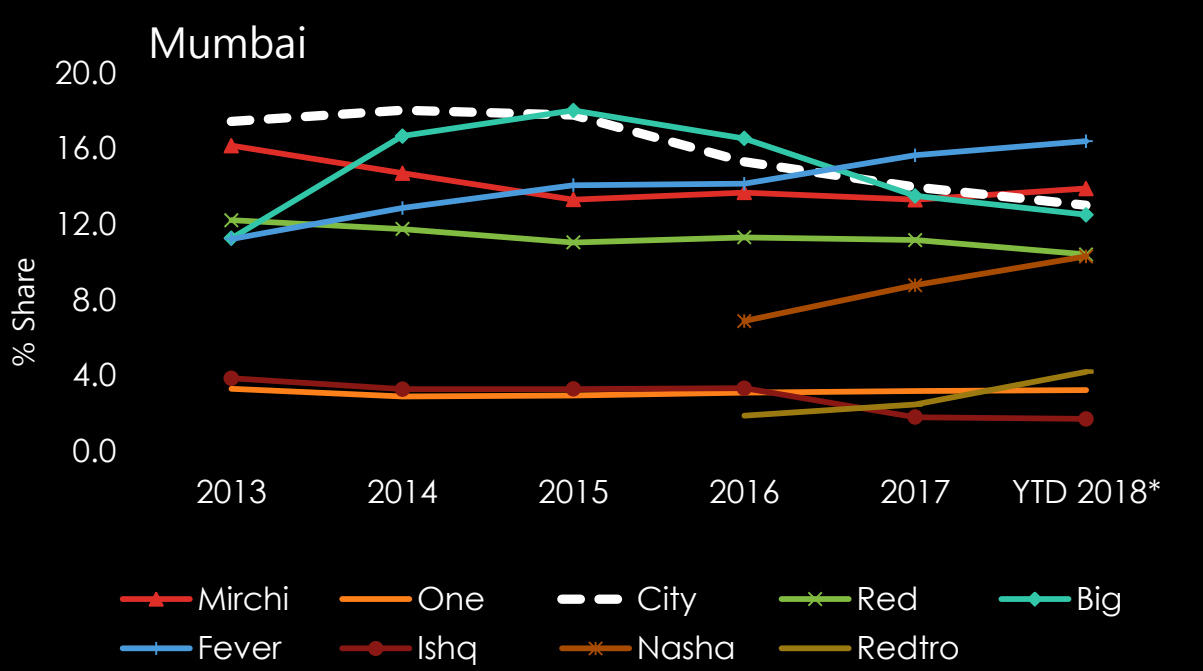
Listenership in Bengaluru



Radio City has been Ranked 1 in Mumbai, Bengaluru and Delhi in terms of number of listeners and have a total number of 67.1 million listeners across all 34 cities covered by AZ Research

# LEADERSHIP IN MUMBAI AND BENGALURU

Listenership Market Share Data



Amongst the highest average listenership share percentage in Mumbai and Bengaluru



Listenership market share represents the percentage of the total radio listeners that are tuned to a particular station in a given time period. It depends both on the number of individuals who are exposed to the station and the average amount of time spent listening to the station over a defined time period

Source: RAM Data (4 Markets)

\*Jan – Dec 2018

TG: 12+ All, Mon-Sun, 12am-12am, Place of Listening: All



# INDUSTRY'S MANY FIRSTS

## POPULAR PROGRAMMES

### LOVE GURU

Ranked #1 in Mumbai and Bengaluru for more than 7 years. The award-winning show, Radio City's 'Love Guru', has been the go-to- show on relationship counselling, companionship and comfort for the last 17 years.

### KAL BHI AAJ BHI

Ranked #1 in Mumbai for more than 7 years. The most-loved retro show on radio.

### BABBER SHER

Award-winning sparkler Babber Sher has been running successfully on-air for more than a decade



# INDUSTRY'S MANY FIRSTS

RAG RAG MEIN  
DAUDE CITY.



## TENT-POLE PROPERTIES

### GIG CITY SEASON 3

Radio City, announced the launch of Gig City Season 3, to entertain 6.7 Cr Indians with riveting performances from the best of the music industry including Sachin-Jigar, Sukhwinder Singh, Neeti Mohan, Armaan Malik, Monali Thakur.

### RADIO CITY SUPER SINGER SEASON 10

Radio City Super Singer got grander this year with the contest reaching across 39 markets. The season witnessed people participation of 4.06 lakh.

### RADIO CITY FREEDOM AWARDS 5.0

This platform is meant to recognise, honour and celebrate the essence of independent music across genres and languages.



# INDUSTRY'S MANY FIRSTS

## PIONEERING MOVES

### VIDEOCITY

India's first video FM, VideoCity- A platform that allows listeners to consume FM in a video format.

### RC Joke Studio

From the House of Babbar Sher comes another laughter riot – featuring India's best Comics and their Sketches

### CITY CINE AWARDS

To recognise and applaud the stars of regional film fraternities, Radio City hosted City Cine Awards in Telugu, Tamil, Kannada, Gujarati, Bhojpuri, Marathi, and Punjabi.

### COLLABORATION APPLE MUSIC

Radio City became the first Indian radio network to offer curated playlists on Apple Music.

### PARTNERSHIP WITH LUCKNOW METRO RAIL CORPORATION (LMRC) and Noida MTERO RAIL CORPORATION(NMRC)

Radio City Presents



# RADIO CITY HAS BEEN UNDISPUTED NO.1 IN WEEKEND LISTENERSHIP!

## WEEKEND LINE UP TARGETING DIFFERENT CLIENT CATEGORIES

### Bharat ki Amar Kahaaniyaan

- 9am – 10am  
NYF Finalist  
2015 Children  
Drama Series

### Techno-Talk

- 10am – 11am  
Gizmo Show  
with Digit.in  
Editors

### Game Point

- 11am – 12  
noon Weekly  
Sports Show

### Khaana Gaana

- 12 noon –  
1pm Cookery  
Show with  
Chef Sanjeev  
Kapoor

### Har City Ke Kone Kone se

- 4pm – 5pm  
A glimpse of  
the Cities of  
India

### Kitaabi Keeda

- 5pm – 6pm  
Show  
dedicated to  
books

### RC Joke studio

- 6pm – 7pm  
featuring  
Kishore Kaka

### Ye Hai Meri Kahaani

- 8pm – 9pm  
NYF Finalist  
Show  
Celebrity Talk  
Show

### Kissa Crime Ka

- 10 – 11pm  
Crime Drama  
Series

### Night Out With Love Guru

- 11 pm to  
Morning  
Sunday, Full  
Night with  
Love Guru

# Our Vision Mission & Values

## Vision

*To be the most influential audio entertainment network across the country!*

Influencing opinions and bringing about a positive change across the industry, trade, listeners, employees, society and shareholders.

## Mission

By being the leader offering the most credible, efficient & global infotainment network that enriches' peoples lives.

## Values

**Attitude of a Leader**  
Impactful,  
innovative and  
inspiring  
excellence yet  
nimble and agile

**Kehna Karna Nibhana**  
Relentless focus  
on execution and  
consistent  
performance.

**Tough Love**  
Nurturing  
employees to  
deliver  
overtime

**Collaborate**  
We go further  
when we do it  
together

**Accountability**  
I take onus

**Integrity**  
Even when  
no one's  
watching

# Digital Media Assets – YTD FY19

## Web



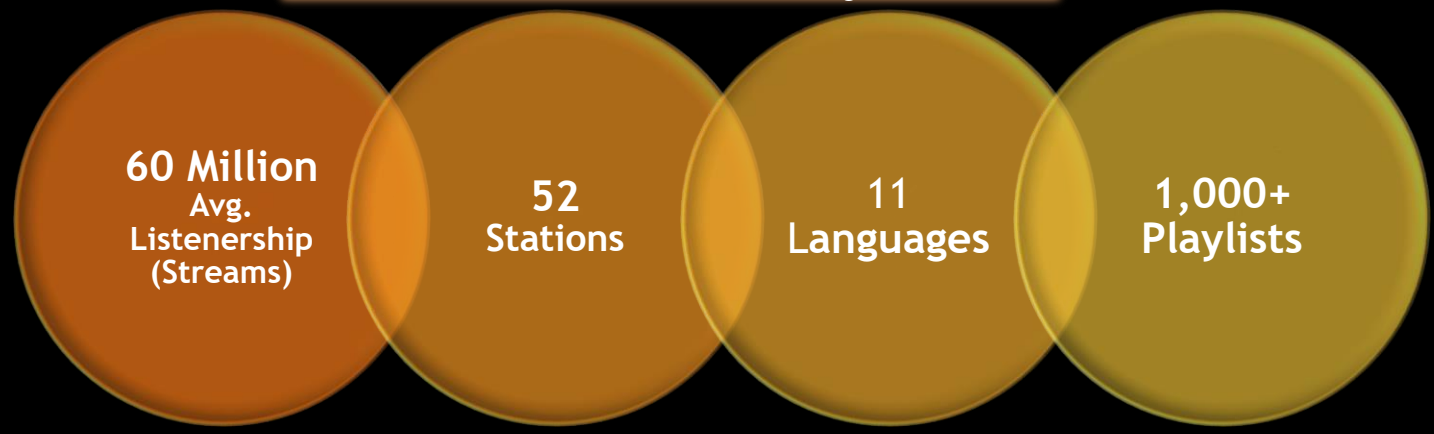
[www.radiocity.in](http://www.radiocity.in) & [hindi.radiocity.in](http://hindi.radiocity.in)

## Apps



6.36L Total Installs

## Online Radios & Playlists



4.29 Million Likes



2.99 Lac Followers



0.88 Lac Followers



101 Million Views

*Congratulations*

RAG RAG MEIN  
DAUDE CITY.



#8

India's Best Companies  
To Work For 2018

A REPORT BY  
THE ECONOMIC TIMES



**MUSIC  
BROADCAST LTD.**

Top 10 among India's 100 Best  
Companies to Work For - 2018

**RANKED NO. 8<sup>TH</sup>  
AMONGST INDIA'S BEST COMPANIES TO WORK  
FOR - 2018**

# GREAT PLACES TO WORK ACHIEVEMENTS



HR Leadership Award by Asia Pacific HRM Congress 2012  
 Most premium Indian Music Frequency at 6th Global HR Summit 2009 by Amity Business School  
 "HR Excellence Award" @ 8th Annual HR Summit 2011 by Amity Business School



# JAGRAN PRAKASHAN GROUP- MEDIA POWER HOUSE

## Print



## RADIO



## DIGITAL



## ACTIVATION



## OOH



## SOCIAL INITIATIVE



# Thank You