

MIRCHI



EVERYWHERE





MIRCHI

EVERYWHERE

**WE CRAFT EXPERIENCES...
THAT ENGAGE & ENTERTAIN CONSUMERS
ACROSS PLATFORMS!**



MIRCHI



IS

WHERE CONTENT IS
WHERE MUSIC IS
WHERE ENTERTAINMENT IS
WHERE EXPERIENCES ARE
WHERE CONSUMERS ARE



MIRCHI BUSINESSES

Radio FM

98.3 FM
RADIO MIRCHI
100% KOLKATA



Multi-platform Audio Visual Content



online Radio and Social media

MIRCHI
EVERYWHERE

300+ Impact Properties



And more...



Mirchi Catalyst



Customised Solutions for Brands

The background is a solid, vibrant red color. Scattered across this background are several red chili peppers of various shapes and sizes, some pointing upwards and others downwards, creating a dynamic and spicy visual theme.

Radio

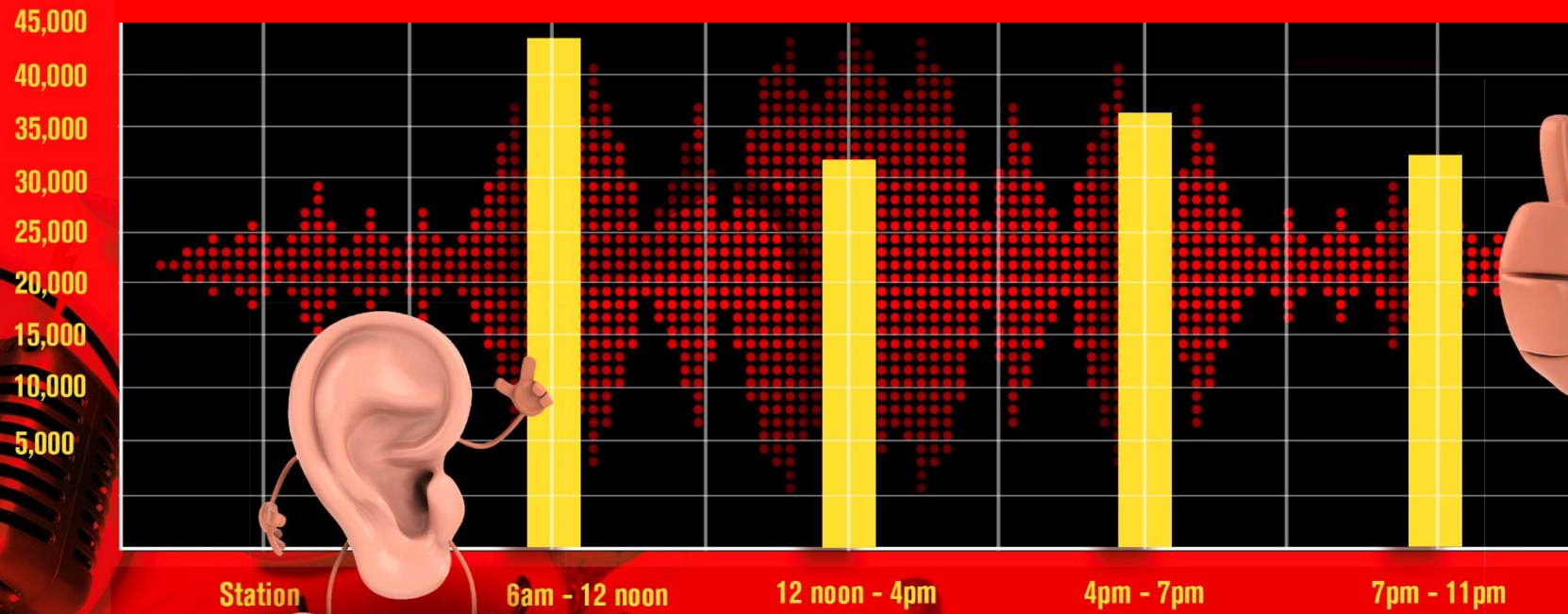
STRENGTH OF THE MEDIUM

**RADIO OFFERS NATIONAL,
REGIONAL & LOCAL CONNECT.
IT ALLOWS REAL-TIME
TWO-WAY CONVERSATIONS.**



RADIO is CONSUMED THROUGHOUT THE DAY

Source: IRS Q3 2019, Weekly listenership in 000s



ON AIR



Who is Listening?

**82% CARS ON ROAD
ARE TUNED IN TO FM**

&

**CAR LISTENERSHIP REMAINS CONSISTENT
THROUGHOUT THE DAY**

Source: Coincidental research for radio
listenership during morning & evening hours
amongst car owners, conducted by KANTAR
IMRB in Delhi & Mumbai in 2017



Who is Listening?



RADIO HAS AN EVER GROWING REACH AS
60% MOBILE PHONES
SOLD IN INDIA
HAVE FM TUNERS



Source - Data is picked from Amazon.in top 100
bestseller smartphones; and they are ranked in real time
based on sales, demand & user rating

WHAT SETS

MIRCHI

AHEAD

OF THE REST?



**MIRCHI
ADVANTAGE**



**76 STATIONS
ACROSS
63 CITIES**

**12 CITIES
WITH DUAL
FREQUENCIES**



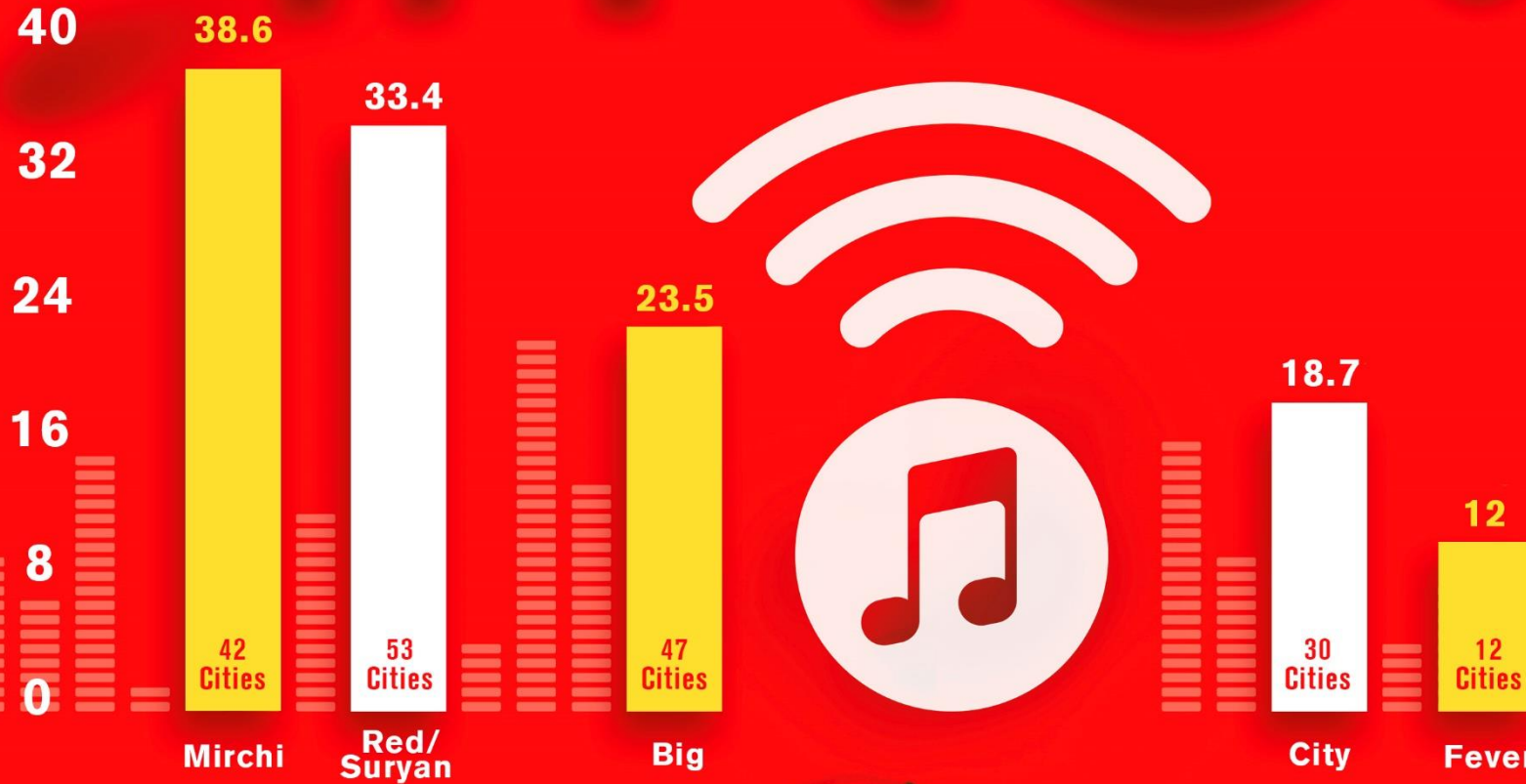
Trivandrum

ENIL is the Advertising Sales Partner of Ishq FM, Owned by TV Today Group

Source: IRS Q3 2019, weekly listenership in millions All 12+

#NO.1

MIRCHI



REDEFINING RADIO

**MIRCHI
ADVANTAGE**



LOVE ISHO KOOL



- **ICONIC/CELEBRITY JOCKS**
- **CLUTTER BREAKING CONTENT**
- **MULTI-MEDIA CONTENT**



33% LESS ADS ON MIRCHI

**MIRCHI
ADVANTAGE**

**70% LESS ADS ON ISHQ, MIRCHI 95, KOOL AND
ALL NEW STATIONS**

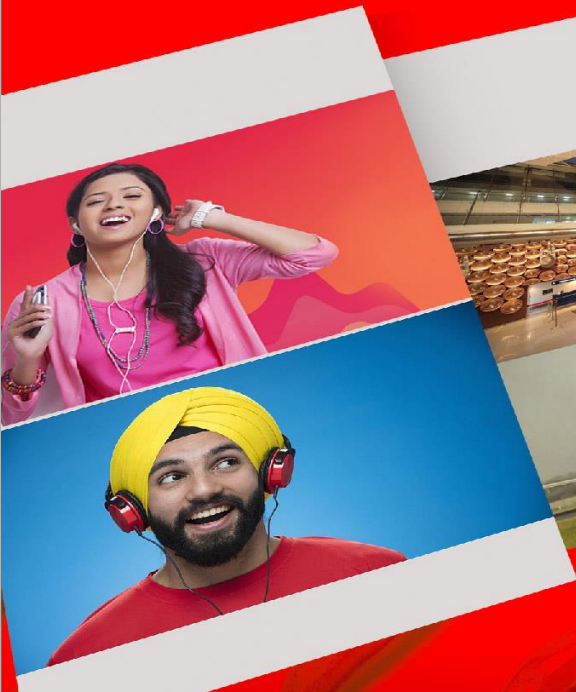


PREMIUM AUDIENCES WITH MIRCHI AIRPORT RADIO



TWO HOURS OF
DWELL TIME

30 MILLION
PASSENGERS
AT DELHI T3
18 MILLION
PASSENGERS
AT HYDERABAD AIRPORT



MIRCHI

IS ALSO AVAILABLE LIVE ON

gaana.com

&



amazon alexa





5 mn+ subscribers
1700+ videos
1.5+ billion views

gaana.com

34 Digital Radio Stations
45+ mins avg TSL
3.5+mn unique visitors



3.4L fans on Twitter
It hosts the diehard music fans and celebrities, all on one page



4 mn fans on facebook
A highly passionate and engaged music community



4.4L fans on Instagram
Extremely active and enthusiastic music family.

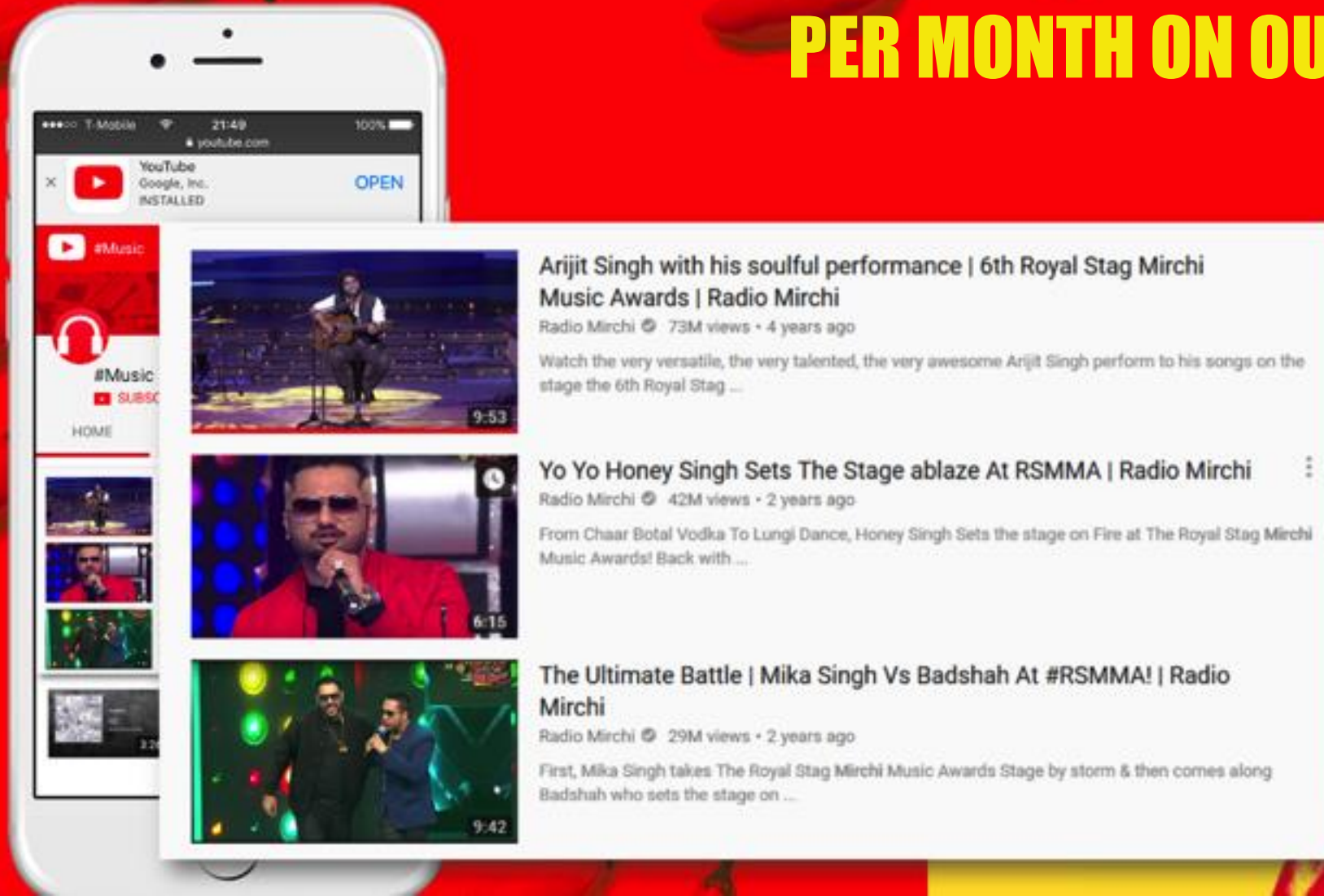


170 Radio Mirchi RJ's as popular influencers. They transcend across regions and language

Digital Footprint...

30 MILLION + VIEWS

PER MONTH ON OUR YOUTUBE CHANNEL



5 MILLION + SUBSCRIBERS

34 ONLINE



**RADIO STATIONS
&
GROWING**





MIRCHI RADIO TUNER

Click on image and listen to LIVE Radio

Live FM



Online Radio Live - Bollywood



Online Radio Live - Regional



Online Radio Live - Non Bollywood



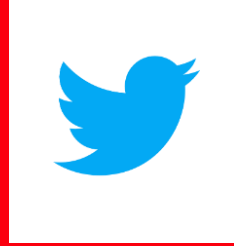
Online Radio Live - English



Mirchi's RJ's as Local Influencers



170 RJs



2Mn+



9Mn+



4.4Mn+

Some of our top Performing RJ's



Rj Mir
Kolkata
FB: 1,097,757
IG: 548,128



Rj Sayema
Delhi
FB: 473,451
TW: 819,481



Rj Naved
Delhi
FB: 2,680,899
IG: 369,975



Rj Dhvanit
Ahmedabad
FB: 307,128
IG: 260,993



Rj Joseph
Cochin
FB: 412,487



Rj Deepak
Jalandhar
FB: 499,969
IG: 14,936

MIRCHI

PLAY

VIDEO CONTENT

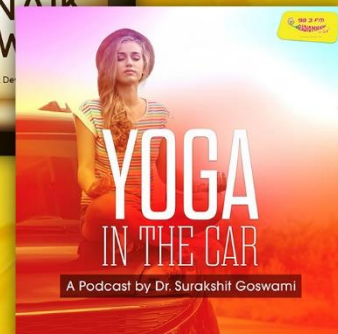
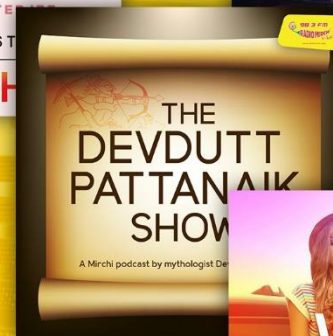
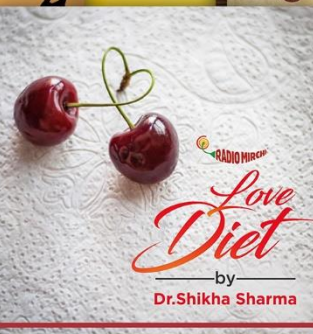


MIRCHI PODCAST

9 SHOWS WITH
MORE THAN
75 EPISODES

ON GENRES LIKE YOGA, MYTHOLOGY,
LOVE, DIET & CITY LEVEL SECRETS
YOU NEVER KNEW ABOUT!

AVAILABLE ON
www.Radiomirchi.com
& www.MirchiPlay.com



AND ALSO AVAILABLE LIVE OVER
10+ POPULAR PODCAST
DISTRIBUTION PLATFORMS



gaana.com



TUNE IN



MIRCHI



PLAY



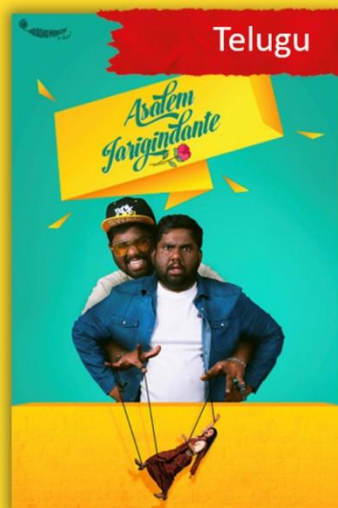
YouTube

- **SNACKING ENTERTAINMENT CONTENT**
- **REGIONAL CONTENT – SUPERSTAR LOCAL JOCKS**
- **HIGH REACH – ACROSS PLATFORMS (RADIO, ACTIVATIONS, SOCIAL MEDIA, YOUTUBE).**



MIRCHI ORIGINAL CONTENT

ON ITS WAY TO BECOMING INDIA'S LARGEST MULTI-LINGUAL ORIGINAL CONTENT STUDIO



50 MN+

VIDEOS ON
 YouTube

STREAMS ON
 MXPLAYER

PAN INDIA VIEWERSHIP

CONTENT CAPABILITIES

- » MULTI LINGUAL WEB SERIES (FICTION/NON FICTION)
- » SHORT SKETCHES
- » CUSTOMIZED BRANDED VIDEOS

LANGUAGE CAPABILITIES



HINDI

MARATHI

GUJARATI

BANGLA

PUNJABI

TAMIL

TELUGU

KANNADA

MALAYALAM

OVER 100 MN
MINUTES OF CONTENT WATCHED ON



&

OVER 100 MN
MINUTES OF CONTENT WATCHED ON





IMPACT

PROPERTIES



CREATING UNFORGETTABLE EXPERIENCES

WITH INDIAN
AND INTERNATIONAL ARTISTS



75+ MUSIC EVENTS PAN INDIA

INDIA'S FIRST

MUSIC ONLY

AWARD SHOW

Across 8 Languages

mirchi
music
awards

BRINGING TOGETHER
THE BIGGEST NAMES
IN MUSIC AND
ENTERTAINMENT



Standing Tall v/s Other Film Awards

facebook

 23.6 m
USERS REACHED

30 m 
IMPRESSIONS

 1,230,175
CAMPAIGN ENGAGEMENT

2.4 m 
VIDEO VIEWS





 19.4 m
TWEET REACH

315 m 
IMPRESSIONS

 83 k
ENGAGEMENT

21.5 k 18 k
TWEETS RE-TWEETS

Instagram

 75 k 80% 
ENGAGEMENT YOY GROWTH

YouTube

 59 VIDEOS
UPLOADED 4.78 m 
VIDEO VIEWS



80 Million



135 Million



62 Million

**Average TV Reach last 3 years,
Including FTA Channels & Repeats*





MIRCHI TOP 20

INDIA KA SABSE BADA COUNTDOWN



MIRCHI TOP 20

**MULTIPLE PLATFORMS, 52 WEEKS OF COVERAGE, REACHING
13 CR. + FANS**



Radio

- 3.5 Cr. Listeners

Print

- 2 Cr. Readers

Digital

- 5.2 Cr. Engagements

TV Weekly

- 1.6 Cr. + Viewers

TV Annual

- 2.4 Cr. Viewers

MIRCHI

NEON RUN

- **UNIQUE FUN
NIGHT RUN**
- **POST EVENT
DJ PARTY**



21 CITIES

MIRCHI

CAMPUS

CONNECT



**CONNECTS WITH
26,00,000+ COLLEGIANS ACROSS 600
CAMPUSES**

**MIRCHI CELEBRATES A DECADE OF TALENT
WITH MIRCHI FRESHERS**



**FOOD & MUSIC CARNIVAL
BRINGING FAMILIES TOGETHER**

MIRCHI FESTIVE CELEBRATIONS

**CREATING EXPERIENCES
AROUND FESTIVALS**

**MIRCHI JALSAGHAR - PUJOS,
ROCK AND DHOL – NAVRATRI
COLOR RUN – HOLI
AND MANY MORE...**



MIRCHI

CATALYST

**ONE STOP SHOP FOR EVENTS
ACROSS INDIA ACROSS GENRES**





THE CREATIVE SOLUTIONS LAB

CREATING
MEDIA-AGNOSTIC SOLUTIONS
FOR BRANDS

ICICI Bank

Nestlé

SBI

THE ADVERTISING CLUB BOMBAY'S
EMMIES

kotak
Kotak Mahindra Bank

VIACOM

HDFC BANK

Amul
The Taste of

STAR PLUS

colors
VIACOM

ZEE TV

Cadbury

**350+ BRANDS TRUST US FOR
MULTI-MEDIA SOLUTIONS**

Hindustan

SONY

BIG BANG

Idea

pollo



MIRCHI

EVERYWHERE

CREATING EXPERIENCES THAT
WOW!