

August 4, 2022

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

Sub: Press Release issued by Music Broadcast Limited

Dear Sir/Ma'am,

In terms of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith the Media Release titled "Radio City shines at Golden Mikes 2022 with whopping 21 Awards"

The aforesaid Press Release is available on the website of the Company <https://www.radiocity.in>

You are requested to take the aforesaid on record.

Thanking you

Yours Faithfully
For **Music Broadcast Limited**



Arpita Kapoor
Company Secretary and Compliance Officer



Encl: as above



Radio City shines at Golden Mikes 2022 with whopping 21 Awards

RJ Shonali bags 'RJ of the Year' award

Receives 5 Gold, 6 Silver and 10 bronze across various award categories

India, August 04, 2022: Radio City, India's leading radio network, achieves another milestone by bagging 21 awards at E4M Golden Mikes Radio Advertising Awards 2022. The radio station's **RJ Shonali** has received the excellence award in the '**RJ of the Year**' category. The glamorous award ceremony took place in Mumbai on August 3rd, 2022. Since its inception, Golden Mikes has been honoring excellence and acknowledging stupendous radio campaigns and the magnificent work done in the radio advertising domain.

Radio City's strength lies on designing hyperlocal campaigns that are relatable to the audience. During the COVID-19 pandemic, Radio City RJs have touched upon some of the most vital topics through their shows. Campaigns such as 'Kaam Wapsi with RJ Ginnie'; '20 Second Hand Wash'; 'Corona Help Corner'; 'Concert from Home'; 'Maskbandhan' and many others have been focused on providing audience with COVID related advisories and support. Additionally, campaigns such as 'Radio City Free Hit'; 'Gaddha Pehelwaan'; 'Radio City Joke Studio'; 'Radio City Naya hai'; 'Rangmanch'; 'Chali Kahani'; 'Khamosh Taali', etc. have been admired by the audience and has left a lasting impression on them.

Expressing delight on receiving the accolades, Mr. Kartik Kalla, Chief Creative Officer, Radio City, said, *"Radio City is a creativity and innovation powerhouse with a focus on hyperlocal content that resonates with the audience requirements. We understand the pulse of our audience and are always at the vanguard of designing properties and campaigns that make a positive difference in their lives. It is a pleasure to receive 21 awards at the prestigious Golden Mikes Radio Advertising Awards 2022. Such recognitions exemplify our dedication towards developing unique content that corresponds with audience's content consumption habits."*

Out of the total 21 awards, Radio City has received 5 Gold, 6 Silver and 10 Bronze awards across varied categories and one RJ of the year award. Interestingly, Radio City's beloved show 'Love Guru' has won the Best Late Night Show award. Love Guru is one of the longest running show with over two decades of existence. Winning every year has become a custom for Radio City as the company deep dives into the hearts of its listeners. Recently, Radio City won 25 awards at ACEF Global Customer Engagement Forum & Awards 2022. In March this year, New York Festivals also announced the winners of Radio Awards 2022 and Radio City has won two finalist certificates from the international forum for their entries Escape from Ukraine and Hosabelaku.

Here's the list of 21 awards bagged by Radio City

Sr. No.	Entry Name	Entrant Company Name	Brand/Client Company Name	Category	Sub- Category	Rank
1	RJ Shonali	Radio City 91.1 FM	Radio City 91.1 FM	Excellence	RJ of the Year (Other Language)	Gold
2	Hosabelaku	Music Broadcast Ltd	Music Broadcast Ltd	E.BROADCASTERS	E06. Best Public Service Initiative By A Broadcaster	Gold
3	Music Of The City - World Music Day	Music Broadcast Ltd	Music Broadcast Ltd	E.BROADCASTERS	E14. Best Radio Jingle For Client/Self	Gold
4	Kaam Wapsi With RJ Ginnie	Music Broadcast Ltd	Music Broadcast Ltd	E.BROADCASTERS	E16. Best Breakfast Show	Gold
5	RANGMANCH	Music Broadcast Ltd	Music Broadcast Ltd	E.BROADCASTERS	E18. Best Storytelling Show	Gold
6	Republic Day Video - Dilon Mein Hindustan Rakhna	Music Broadcast Ltd	Music Broadcast Ltd	E.BROADCASTERS	E05. Best Promotion On Digital For Self	Silver
7	Khamosh Taali	Music Broadcast Ltd	Music Broadcast Ltd	E.BROADCASTERS	E06. Best Public Service Initiative By A Broadcaster	Silver
8	Maskbandhan	Music Broadcast Ltd	Music Broadcast Ltd	B.CREATIVITY	B11. Best Single Commercial- Public Service, CSR & Social Welfare	Silver
9	Concert From Home	Music Broadcast Ltd	Music Broadcast Ltd	E.BROADCASTERS	E13. Best Use Of Influencer Or Celebrity	Silver
10	20 Second Hand Wash (Whistle)	Music Broadcast Ltd	Music Broadcast Ltd	E.BROADCASTERS	E14. Best Radio Jingle For Client/Self	Silver
11	Love Guru	Music Broadcast Ltd	Music Broadcast Ltd	E.BROADCASTERS	E17. Best Late Night Show	Silver
12	Helicopter Ride With RJ Ginnie	Music Broadcast Ltd	Music Broadcast Ltd	C.PROMOTIONS	C03. Best On Ground Promotion By A Single Radio Station For A Client	Bronze
13	Radio City Naya Hai	Music Broadcast Ltd	Music Broadcast Ltd	E.BROADCASTERS	E09. Best Launch/Re-Launch Of A Radio Channel	Bronze
14	RADIO CITY JOKE STUDIO	Music Broadcast Ltd	Music Broadcast Ltd	E.BROADCASTERS	E10. Best Digital/Web Streaming By A Radio/ Network	Bronze
15	Concert From Home	Music Broadcast Ltd	Music Broadcast Ltd	C.PROMOTIONS	C06. Best Sponsored On Air Promotion By A Network Of Radio Stations For Self	Bronze
16	CHALI KAHANI	Music Broadcast Ltd	Music Broadcast Ltd	E.BROADCASTERS	E18. Best Storytelling Show	Bronze
17	Kaam Wapsi With RJ Ginnie	Music Broadcast Ltd	Music Broadcast Ltd	A.EFFECTIVENESS	A05. Best First Time Effective Use Of Radio	Bronze

18	20 Second Hand Wash (Whistle) (Jury Choice)	Radio City	Radio City	B.CREATIVITY	B11. Best Single Commercial- Public Service, CSR & Social Welfare	Bronze
19	Corona Help Corner	Radio City	Dainik Jagran - Inext	C.PROMOTIONS	C06. Best Sponsored On Air Promotion By A Network Of Radio Stations For Self	Bronze
20	Gaddha Pehelwaan	Radio City	Dainik Jagran Inext	C.PROMOTIONS	C08. Best Sponsored On Ground Promotion By A Network Of Stations For Self	Bronze
21	Radio City Freehit	Music Broadcast Ltd	Music Broadcast Ltd	E.BROADCASTERS	E02. Best On Air Promotion By A Network Of Radio Stations For Self- Not Sponsored	Bronze

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 with over two decades years of expertise in the radio industry, Radio City has consistently been the No.1 radio station in Bengaluru with 25.1% and No.2 in Mumbai with 14.6% average listenership share respectively. (Source: RAM Data, TG: 12+ Period: Week 1, 2013 to Week 26, 2022). Radio City Delhi ranks #3 with 11.9% average listenership share (Source: RAM Data, TG: 12+ Period: Week 1, 2019 to Week 26, 2022).

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 across India covered by AZ Research 2019 (Source: AZ Research Report). The network provides terrestrial programming along with 17 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 has bagged over 110 awards across national and international platforms such as New York Festival, ACEF Awards, Golden Mikes Radio Advertising Awards, India Radio Forum, etc. in the recent past. 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. The company has also been recognized in 'India's Best Workplaces for Women – 2019' and has ranked amongst the Top 75 organizations on the list. In 2020, Radio City ranked 4th in 'Best Large Workplaces in Asia', according to the GPTW survey.