

May 21, 2020

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

Sub: Press Release titled “Radio City’s cross genre, multi-language content, now on Spotify”

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's cross genre, multi-language content, now on Spotify

The radio channel's audio IPs are available to millions of users on the audio streaming platform

Mumbai, 21st May 2020: Radio City, India's leading radio network has partnered with Spotify, the world's most popular audio streaming platform, to provide the former's content, including more than 1400 episodes of 16 audio IPs, exclusively to Spotify users. Radio City will provide content in 6 languages, including Hindi, Gujarati, Kannada, Tamil, Punjabi, and English, as well as across genres such as Romance, Comedy, Crime, Poetry, among others.

The radio channel's premium and award-winning audio IPs, including *Babber Sher* (winner of IRF 2017), Radio City Joke Studio with Kishore Kaka, Love Guru in Punjabi, Tamil & Kannada, *Karaala Kathegalu* (winner of Golden Mikes 2018 & IRF 2019), *Darr Dobarra* (winner of Golden Mikes 2016) and *Aam Aadmi Ki Khaas Kahaani* (winner of Golden Mikes 2019) will target not only Spotify users in India, but also the diaspora that is on the audio streaming platform across the world.

Talking about the association, **Ashit Kukian, CEO, Radio City**, said, "Radio City has always been a step ahead in exploring new avenues to engage our listeners. This partnership is one such dedicated endeavour to connect to a new set of audience and create engaging content for our combined listener base. I would like to applaud Radio City's digital team for making this happen and for taking our award-winning content to Spotify's users. I look forward to all the milestones the two prominent industry players coming together will bring about."

Speaking about the partnership, Rachna Kanwar, COO, Digital Media, Jagran Prakashan Limited, said, "Radio City's partnership with Spotify will open out a whole new set of audiences and expand our digital reach through a credible new medium. Podcast listenership is growing rapidly in the country and we have seen a surge in demand for our content on digital media. By engaging and entertaining millions of Spotify users, we hope to increase our listenership in India, and beyond."

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.

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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