



Background

- Launched in 2001 Radio City 91.1 FM was the first private FM player in India. It has completed its expansion into all its target markets and is currently operational in Mumbai, Delhi, Bangalore, Chennai, Ahmedabad, Pune, Hyderabad, Lucknow, Jaipur, Vadodra, Surat, Sholapur, Nagpur, Sangli, Coimbatore, Vizag, Ahmednagar, Akola, Nanded, and Jalgoan. With a strong focus on metros and mini-metros, Radio City 91.1 FM caters to the music preference of SEC AB adult audience. According to RAM (Radio Audience Measurement) Radio city 91.1 FM leads the Mumbai market and is No. 2 in Delhi

Key Challenges

- Increased Competition
 - Aggressive promotion by other national FM stations
- It is a very dynamic platform and needs an upgrade with the latest technologies and programming

Communication Objectives

- To generate corporate and brand visibility for Radio City, creating a platform for each of the lines of businesses to be finally linked to the Corporate Entity
- Position Radio City as an 'Authority' and the 'Voice' of the city establishing brand loyalty through city centric activities, unique offerings & quality music

Strategy & Key Initiatives

- Convert the media into ambassadors for Radio City
- Educate primary influencers i.e. the listeners

Special projects & Promotions

- **Radio Rocks:** A first-of-it's-kind website www.radiorocks.in presents a mélange of varied resources on radio, all collated on a single platform
- **Swarathma Launch:** winner of Radio City 91.1FM's RC Live – the hunt for India's best Hindi band, launched their debut album – 'Swarathma'
- **Radio City School of Broadcasting** - an autonomous educational unit, instituted by Music Broadcast Private Limited (MBPL) which owns and

operates Radio City 91.1FM - India's Leading Radio Network across 20 cities across India.

Programming led

- Radio City Zindagi Mubarak, Radio City's Love Guru complete's 5 years
Radio City's Love Guru makes Bollywood debut with 'Dil Kabaddi', Bus No. 91.1, Festive specials to name a few.
- RJ profiling, Corporate profiling, initiating corporate stories etc.

Select Media Coverage



