

**November 23, 2020**

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

**Sub: Press Release titled “Radio City launches the 12<sup>th</sup> Season of ‘Radio City Super Singer’”**

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





## **Brace yourself! Radio City launches the 12<sup>th</sup> Season of 'Radio City Super Singer'**

**India's Biggest Singing Talent Hunt on Radio, 'Radio City Super Singer' judges by singing sensation Kailash Kher, urges aspiring singers across 39 cities to showcase their talent**

**Mumbai, 23<sup>rd</sup> November 2020:** Radio City, India's leading radio network announces the 12th season of India's biggest singing talent hunt on the radio - Radio City Super Singer, to uphold its legacy of turning the spotlight onto some of India's brightest singing stars. Singing superstar, Kailash Kher, would be judging the contestants of this season and will crown the ultimate winner of the Hindi speaking region across Radio City's presence. Through Radio City Super Singer, the radio channel encourages aspiring singers by giving them a platform to showcase their singing talent across 39 cities. Keeping in mind, the current situation, Radio City would be executing the 12<sup>th</sup> season of Radio City Super Singer on air and across social media that will culminate on 20<sup>th</sup> December 2020.

The auditions for the contest will begin from 23<sup>rd</sup> November 2020 wherein aspiring singers can send in their entries till 6<sup>th</sup> December 2020 via IRVS, Radio City's microsite, and social media platforms. Post the auditions, 5 contestants will be shortlisted from Hindi, Tamil, Telugu, and Kannada speaking regions by esteemed judges - Kailash Kher, composer Ghibran, music director Chaithan Bharadwaj, and singer All Ok respectively. The top 5 singers across each region, will indulge in the ultimate battle to win the title of Radio City Super Singer 12. The winners in the Hindi speaking region will be chosen by Kailash Kher and through public voting.

**Commenting on the launch of the 12th edition of Radio City Super Singer, Radio City's Chief Executive Officer, Ashit Kukian, said,** "With an aim to spread happiness and positivity amongst people during these tough time, we decided to come back with our tent pole property, Radio City Super Singer Season 12. Radio City has always believed in creating opportunities amidst crisis for the benefit of the city and its citizens. Radio City's unwavering commitment to nurturing talent has helped this flagship property grow in the last 11 years. Being in its 12<sup>th</sup> year, Radio City Super Singer has not only grown by scale, but this year we are certain it will exceed its level of engagement amongst listeners. We are grateful for the support we have received so far and hope to see people participating in large numbers this year too and we would like to thank our sponsors who have instilled their faith in this property. As our tagline says, 'Sangeet par koi lockdown nahi hota', we are excited to celebrate this country's immensely gifted singers and showcase them to our millions of listeners."

**Expressing his thoughts on Radio City Super Singer 12, the Padma Shri award winning singer Kailash Kher said,** "India has a huge pool of young talent who are always on the lookout for opportunities to showcase their skills. With Radio City Super Singer, aspiring singers of the country will once again get a platform to display their talent and show the world the power of music. I am super excited to judge the 12<sup>th</sup> Season of Radio City Super Singer and wish all the contestants good luck and hope they make the most of the platform to become one of the brightest singers of the industry someday!"

Radio City Super Singer has been a flagship property of Radio City and has given the industry some of India's top singing stars like Harjot Kaur, Bharti Gupta, Manya Narang among many. This year, owing to the pandemic, the month-long event will be hosted live on-air across the channel's 39 stations.



To audition, the participants in Mumbai can upload their entries on the [microsite](#) or call on 9119114943. So, strengthen your vocal cords and let the big battle begin!

### **About Radio City 91.1FM:**

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 19 years of expertise in the radio industry, Radio City has consistently been the number one radio station in Bengaluru and Mumbai with 24.7% and 15.3% average listenership share respectively. (Source: RAM Data, TG: 12+ Period: Week 1, 2013 to Week 22, 2020). Radio City Delhi ranks #2 with a 13.7% average listenership share (Source: RAM Data, TG: 12+ Period: Week 1, 2019 to Week 22, 2020).

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 17 other web-stations, through its digital interface, [www.radiocity.in](http://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 humor and the concept of agony aunt on the 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 85 awards across national and international platforms like Golden Mikes, India Radio Forum, New York awards, ACEF awards, etc. in FY 2019-2020. 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. 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. In 2020, Radio City ranked 4th in 'Best Large Workplaces in Asia', according to the GPTW survey.

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