February 6, 2018

1.	National Stock Exchange of India Ltd. Exchange Plaza, 5th Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051 NSE Scrip Code: RADIOCITY ISIN: INE919I01016	2.	BSE Limited Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort Mumbai 400 001 BSE Scrip Code: 540366 ISIN: INE919I01016

Dear Sirs,

Sub: **Press Release titled Radio Resurgence: Radio is the undisputed #2 in most accessed mediums"**

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 Resurgence: Radio is the undisputed #2 in most accessed mediums

HIGHLIGHTS

- Radio is the second most accessed medium across metros and non-metros
- Radio ads seen to be most effective in the 26-45 years age group
- Radio audiences, across both small cities and metros, consider the medium to be a trusted source of information
- 47% people use radio to listen to music, followed by TV at 42%, video streaming services at 5% and audio streaming services at 6%
- If print is considered as a primary medium of advertisement for the real estate sector, radio gives additional 17% incremental awareness over print

Mumbai, 7th February 2018: A recent research report, commissioned by Music Broadcast Ltd. - Radio City, and titled **"Power of Radio"** highlights radio as having the second-highest ad-attention, followed by TV and streaming services. In terms of ad-effectiveness, radio ads are the 2nd most effective in driving purchase intent, with TV being the most effective medium. The report is a first of its kind, and gives radio its firm place under the sun.

The report conducted by Nielsen India on behalf of Radio City surveyed a sample comprising working males, females, homemakers and students between the age of 18-45 from multiple income groups, demographics and listen to the radio at least once a week. Among other findings, the report highlights the efficacy of radio in its role in driving purchase intent among females, 25+ individuals and NCCS (New Consumer Classification System) B & C.

Commenting on the report, Apurva Purohit, President Jagran Prakashan & Director Music Broadcast Ltd. said, "In India, radio was largely limited to state programming until the 1990s but with the private sector entering the industry, it has grown exponentially over the last decade or so. The industry clocked an 18% growth compared to other markets in 2016 and with the phase 3 expansion into new geographies increasing FM's reach dramatically, the industry will only grow faster in the years to come.

The findings of the study cement our belief in the power of radio, and I firmly believe that radio will re-emerge as a formidable choice for advertisers. The medium's demonstrated ability to strike a personal connect with users, and the fact that it is seen as the most trusted medium and credible for information is heartening to see. "

*The report by Nielsen was commissioned by Music Broadcast Ltd. (Radio City)

About Radio City 91.1FM: Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakashan Ltd. Radio City was the first FM radio broadcaster in India and brings with it over 16 years of expertise in the radio industry. Amongst the private radio stations, Radio City has consistently been the number one radio station in Bengaluru and Mumbai with 24.17% and 17.10% average listenership share respectively. (Source: TAM Data – Radio Audio Measurement, Markets: Mumbai and Bangalore TG: 12+ Day-part: Mon-Sun 12:00 AM-12:00 AM, Place: All; Period: from December 30, 2012 to January 21, 2017) and as on March 31, 2017, Radio City reached out to over 52.5 million listeners in 23 cities covered by AZ Research (Source: AZ Research Report).

Music Broadcast Limited currently has 39 stations, including 11 newly acquired stations in Phase III auctions. Radio City in its third phase expands to Kanpur Ajmer, Kota, Bikaner, Udaipur, Patiala, Patna, Jamshedpur, Nasik, Kolhapur and Madurai.

Radio City has spearheaded the evolution of FM radio programming by offering content that is unique and path-breaking. The network introduced humour and the concept of agony aunt on radio with Baber Sher and Love Guru respectively. It also initiated the Radio City Freedom Awards and provided a launch pad to budding singers with Radio City Super Singer, the first-of-its-kind radio talent show in India. Through its 'Rag Mein Daude City' philosophy, the network has adopted a local approach that resonates with the listeners while inculcating a sense of city pride and infusing local culture and flavour on-air. The network provides terrestrial programming along with 50 other web-stations, through its digital interface, www.radiocity.in.

Radio City has been featured consistently in 'India's Best Companies to Work For' study conducted by Great Place to Work Institute. The network has repeatedly been called out as amongst the best in the media industry. In 2017, the company was included in the list for the 6th time.

For further details, log on to www.radiocity.in

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