

## **Aam Ke Aam, Guthliyon ke Daam: Radio City partnered with Mission Green Mumbai and collected 41,000 mango seeds to farmers across Maharashtra**

**India, 8<sup>th</sup> July 2021:** Radio City, India's leading radio network in association with Mission Green Mumbai engaged listeners in an innovative activity by urging them to send washed and dried 'aam ki guthliya' (mango seeds) which could then be sent to farmers in Maharashtra for the purpose of cultivation. Radio City Mumbai's RJ Harshit and RJ Palak in their fun and quirky manner on the show, City ka 'Double Decker' as well as through short videos were able to generate a wide spread response, resulting in 41,000 seeds being delivered to farmers all across the state.

Through their heartening content, superhit duo RJ Harshit and RJ Palak were able to communicate the farmers' needs for mango seeds, with mangos being the prime fruit of the season. They along with other RJ's of Radio City Mumbai, effectively captured the extraordinary impact a small thoughtful deed can have and motivated their listeners to contribute to the noble cause. Radio City also amplified the initiative on social media by posting short videos and building up the momentum of garnering listeners to respond to this call for transforming the lives of farmers.

Sharing his thoughts, **Mr. Kartik Kalla, Chief Creative Officer, Radio City** said, *At Radio City, we believe in expanding our role and responsibility as the harbinger of positive change in society. We carefully curate refreshing and innovative content that strikes a responsive chord with millions of people and acts as a catalyst for change. Through our Aam Ke Aam, Guthliyon ke Daam campaign with Mission Green Mumbai, we aimed to sow the seeds for a bright, fruitful and sustainable future by giving back to mother nature and to farmers who are the heart and soul of the nation."*

The world has been squarely centered on the deadly virus since 2020, declining focus on key areas like the conservation of mother nature. The pandemic and subsequent lockdown has impacted communities, businesses and economies alike. While it has marred the cities, it has also had a significant effect on rural India. The activity undertaken in the month of June 2021 helped in providing farmers with a sustainable income, who are always on the look out for necessary raw materials in the form of seeds for cultivation. Radio City's conscious efforts to highlight their plight of farmers made this activity a reckoning success.

### **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 19 years of expertise in the radio industry, Radio City has consistently been the number one radio station in Bengaluru and Mumbai with 24.8% and 15.2% average listenership share respectively. (Source: RAM Data, TG: 12+ Period: Week 1, 2013 to Week 49, 2020). Radio City Delhi ranks #2 with a 13.1% average listenership share (Source: RAM Data, TG: 12+ Period: Week 1, 2019 to Week 49, 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 launchpad 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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