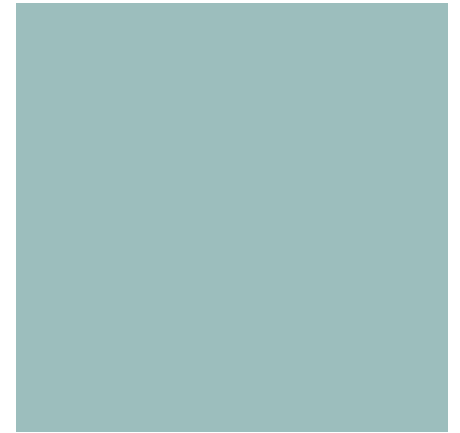
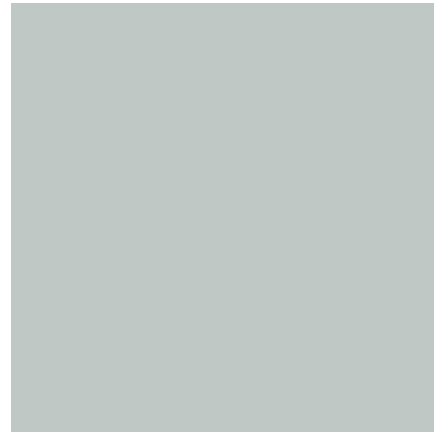




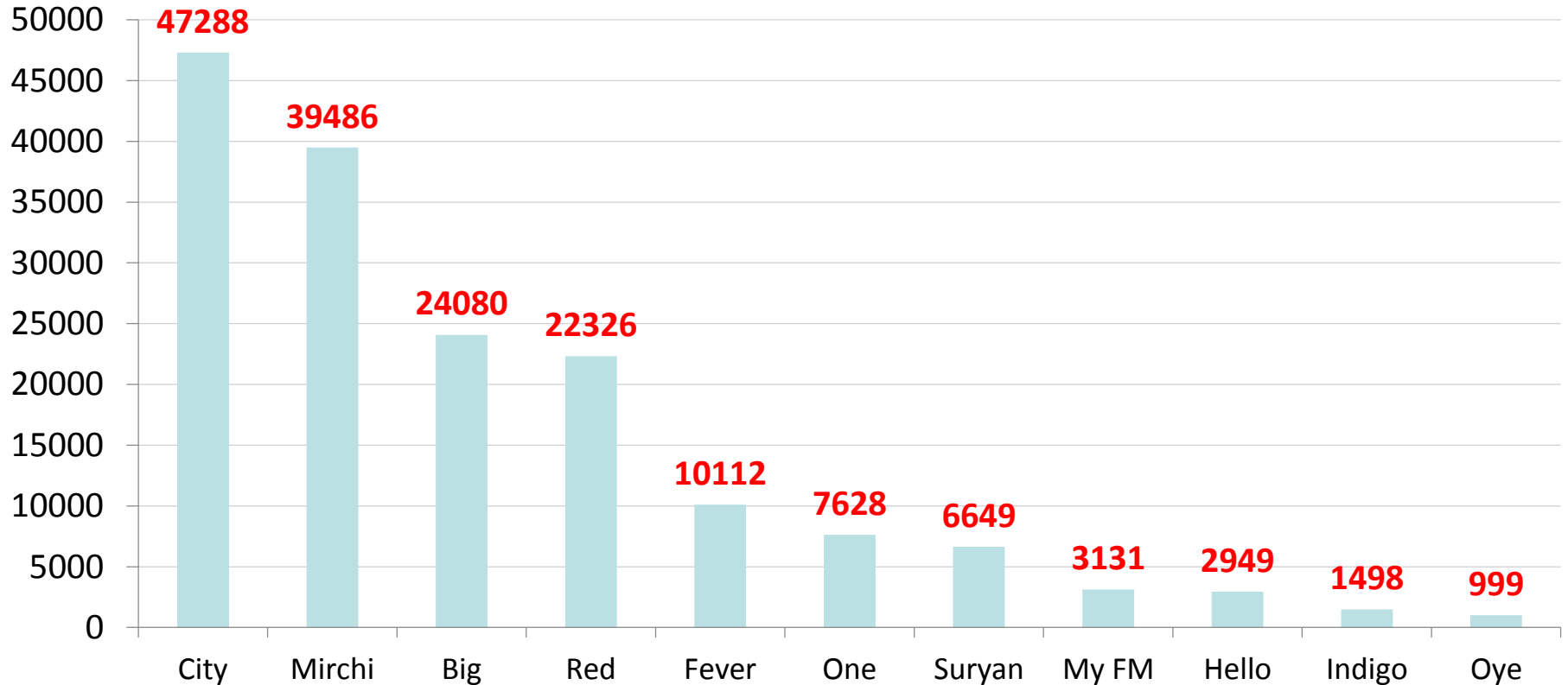
Listnership Trend 2016



By: AZ Research Partners Pvt. Ltd.

Pan India Listenership Trend

Figs in 000's



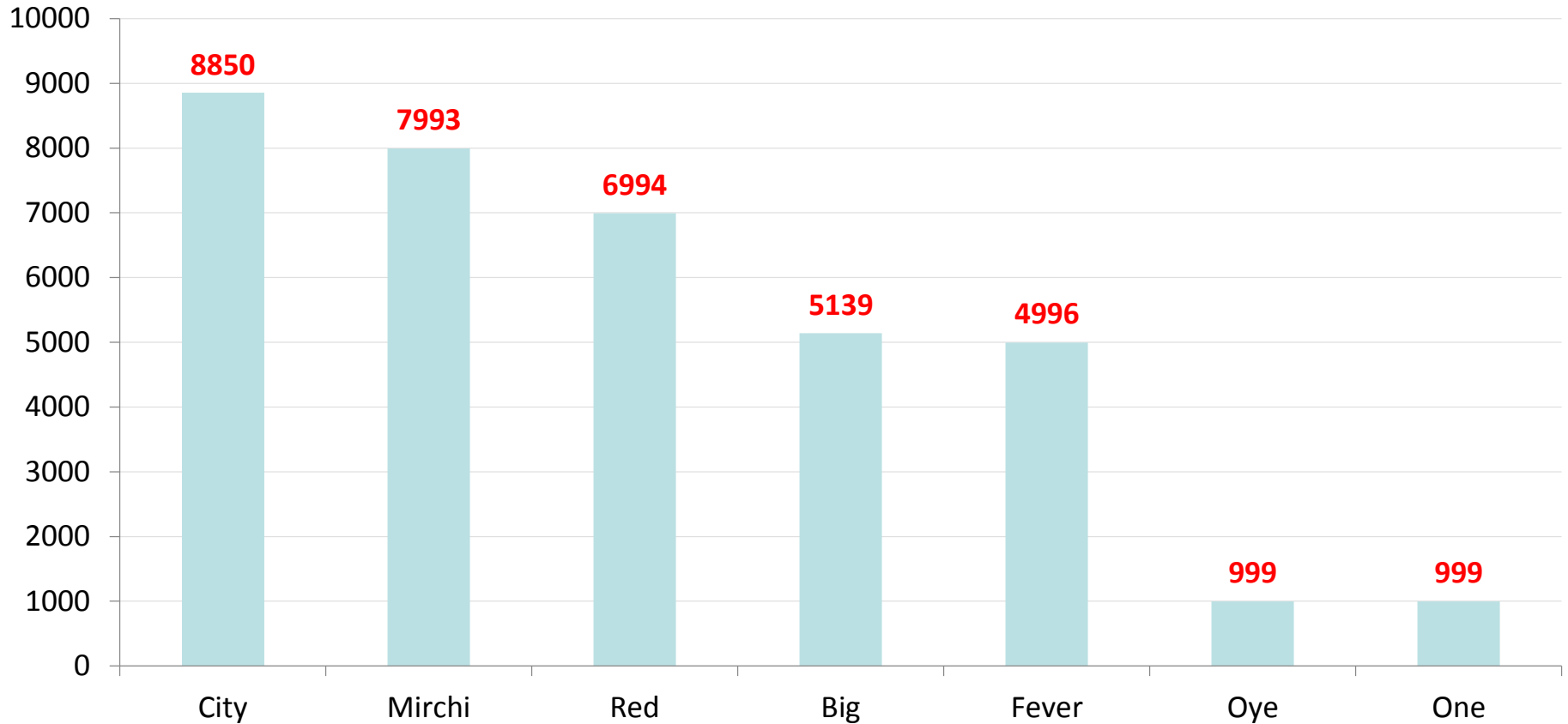
Radio City reaches to 4.7 Crs of of Listeners in India

Source: AZ Listenership Track –March 2016, All SEC 12+, All Day Parts, All Day

City Wise

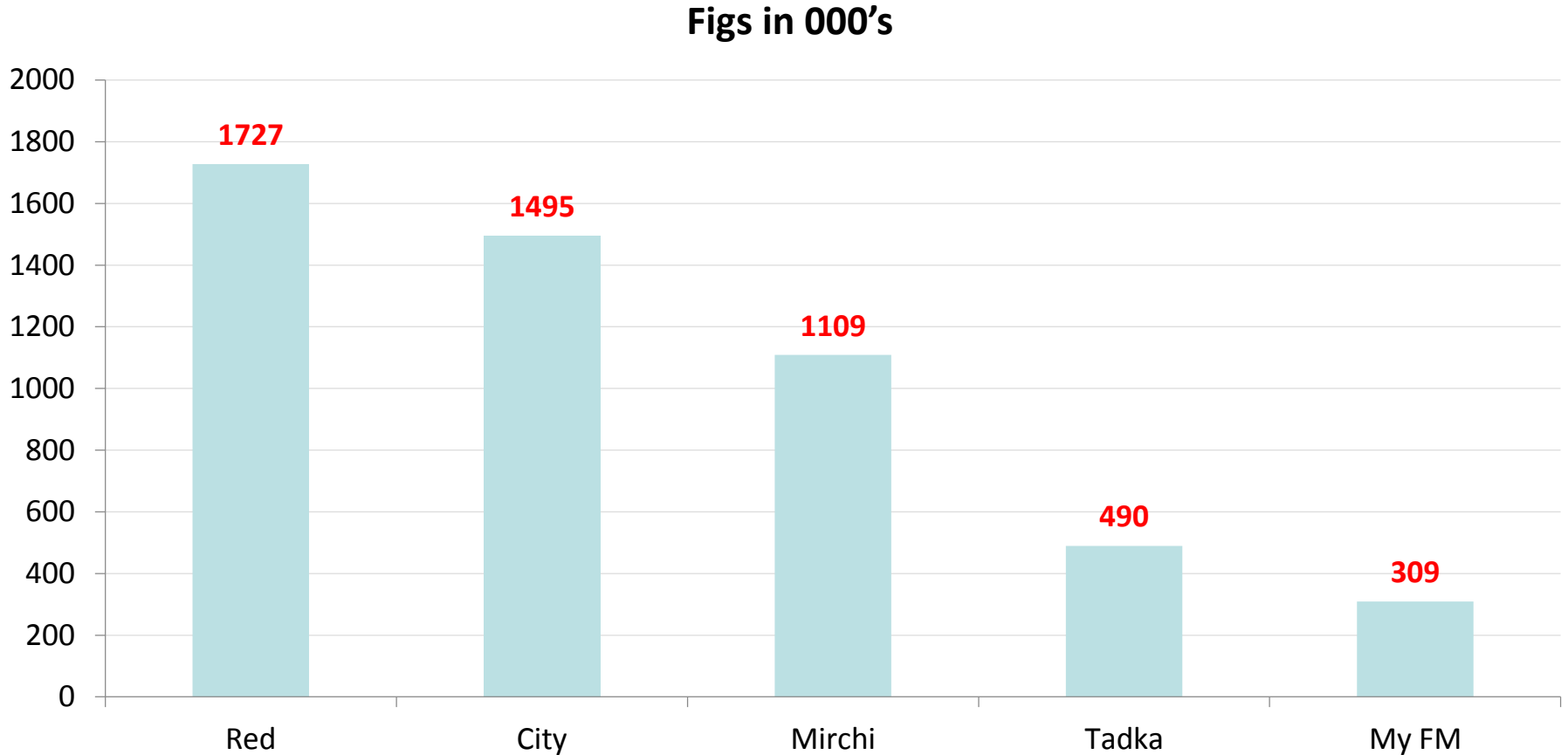
Listenership trend in Delhi

Figs in 000's



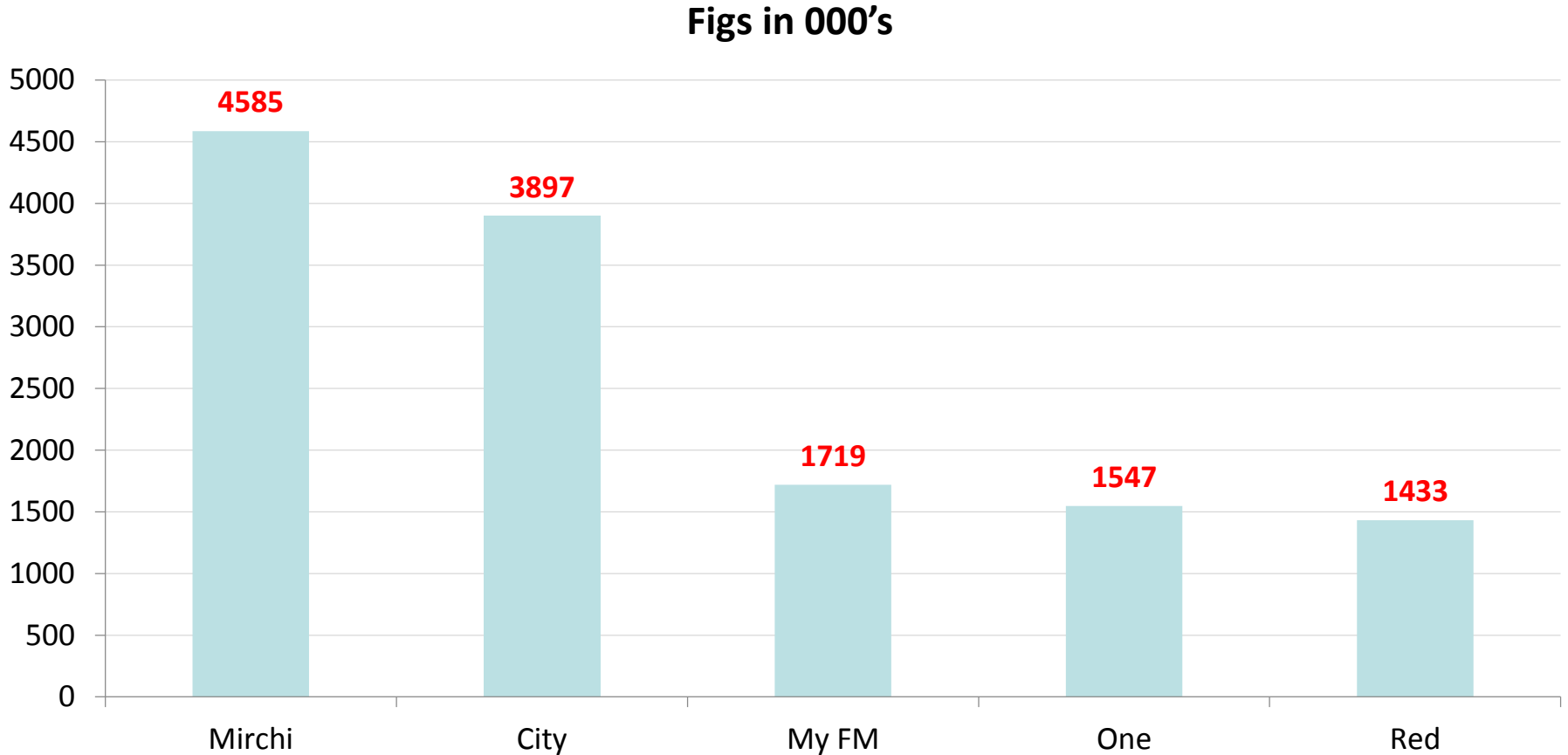
Radio City reaches to 88.50 Lacs of Listeners in Delhi

Listenership trend in Jaipur



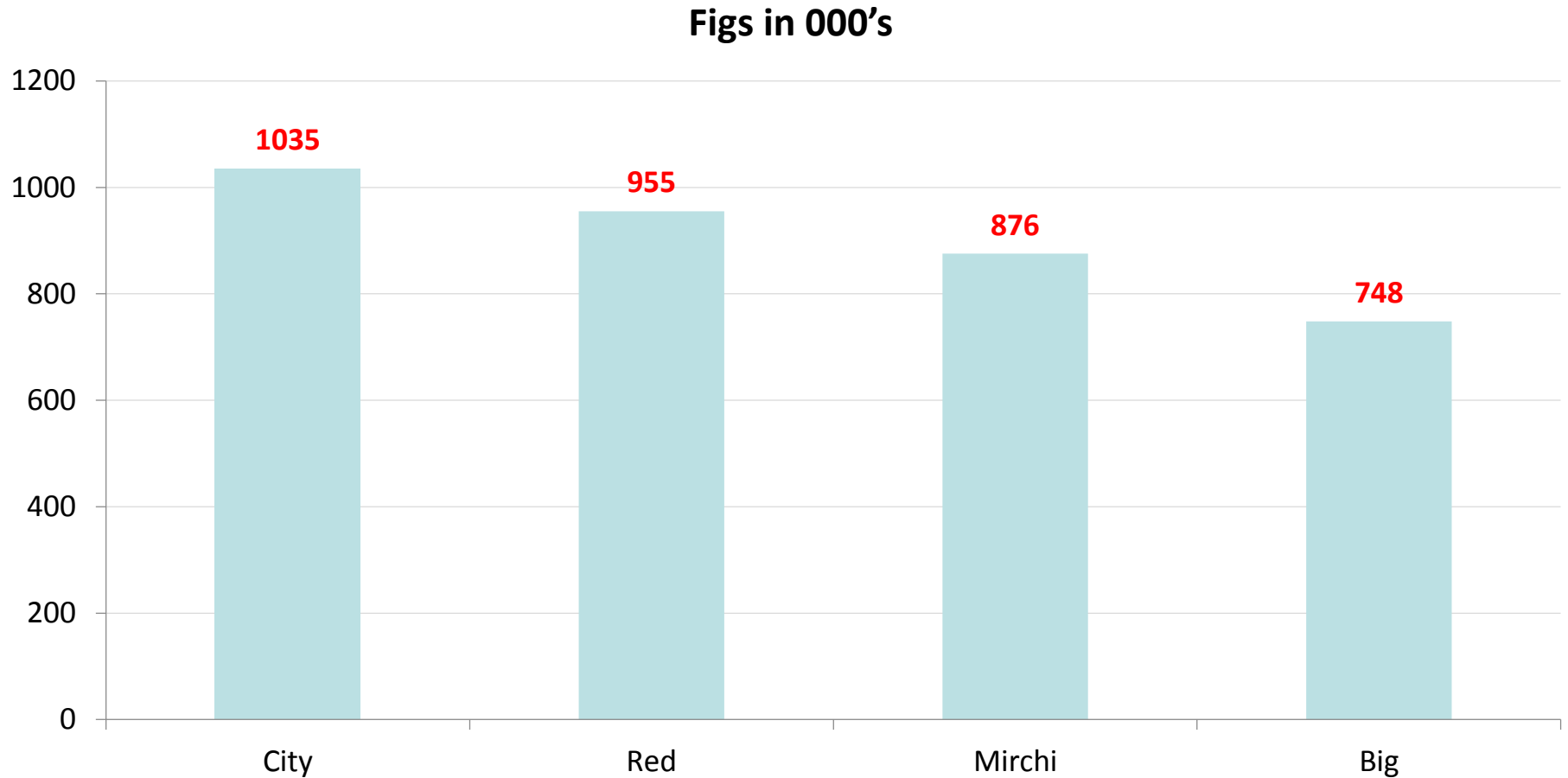
RED FM reaches to 17.27 Lacs Listeners in Jaipur

Listenership trend in Ahmedabad



Radio Mirchi reaches to 45 Lacs Listeners in Ahmedabad

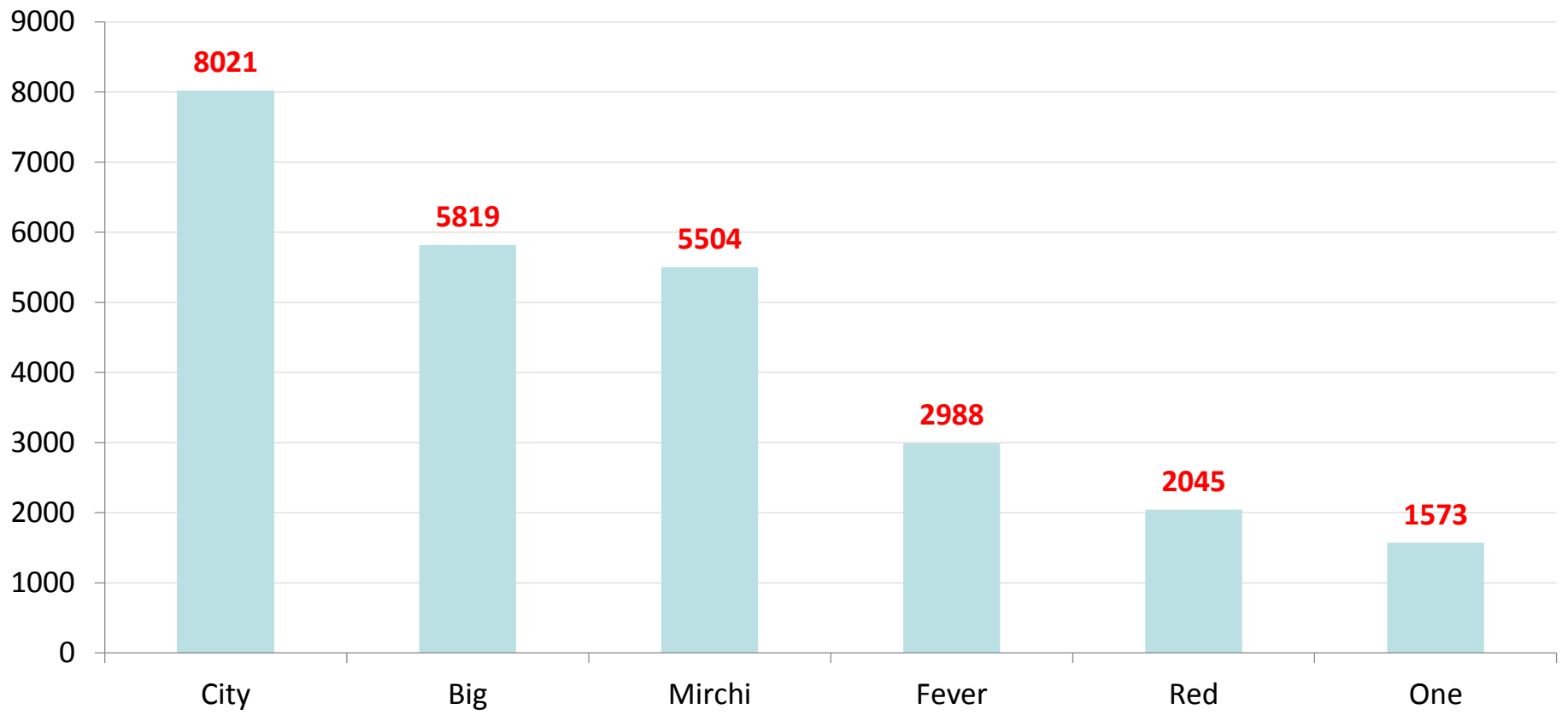
Listenership trend in Vadodara:



Radio City reaches to 10 Lacs Listeners in Vadodara

Listenership trend in Mumbai:

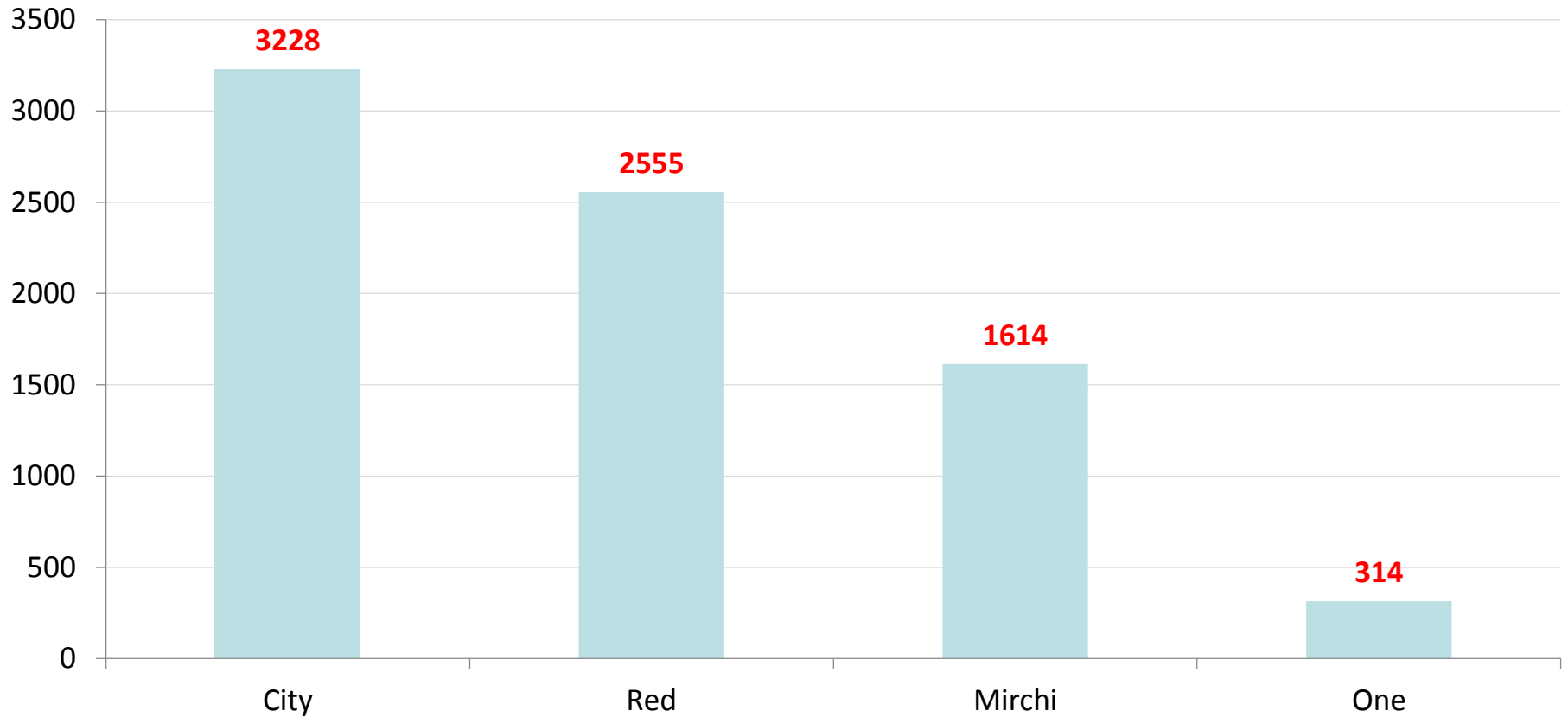
Figs in 000's



Radio City reaches to 80 Lacs Listeners in Mumbai

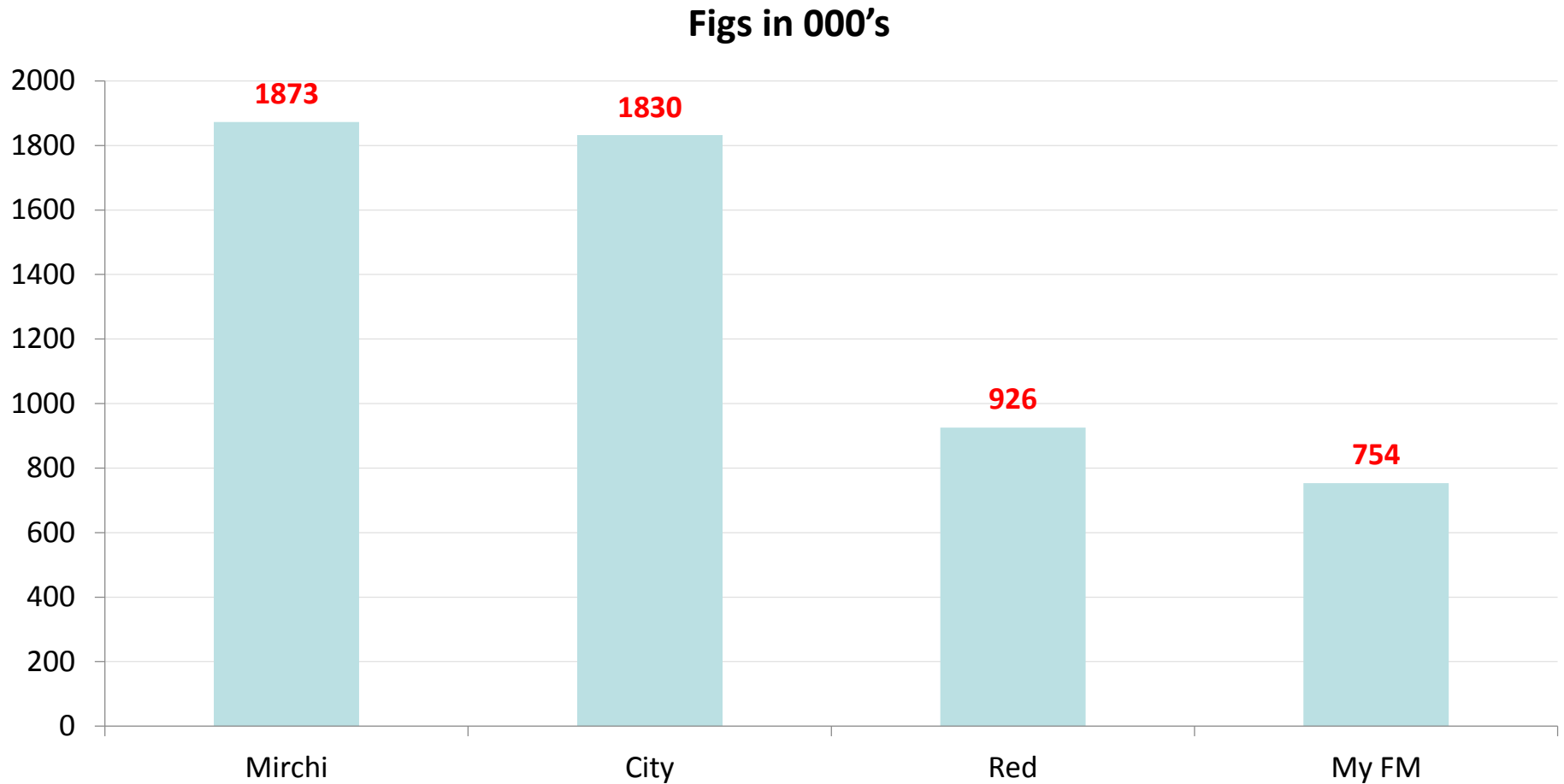
Listenership trend in Pune

Figs in 000's



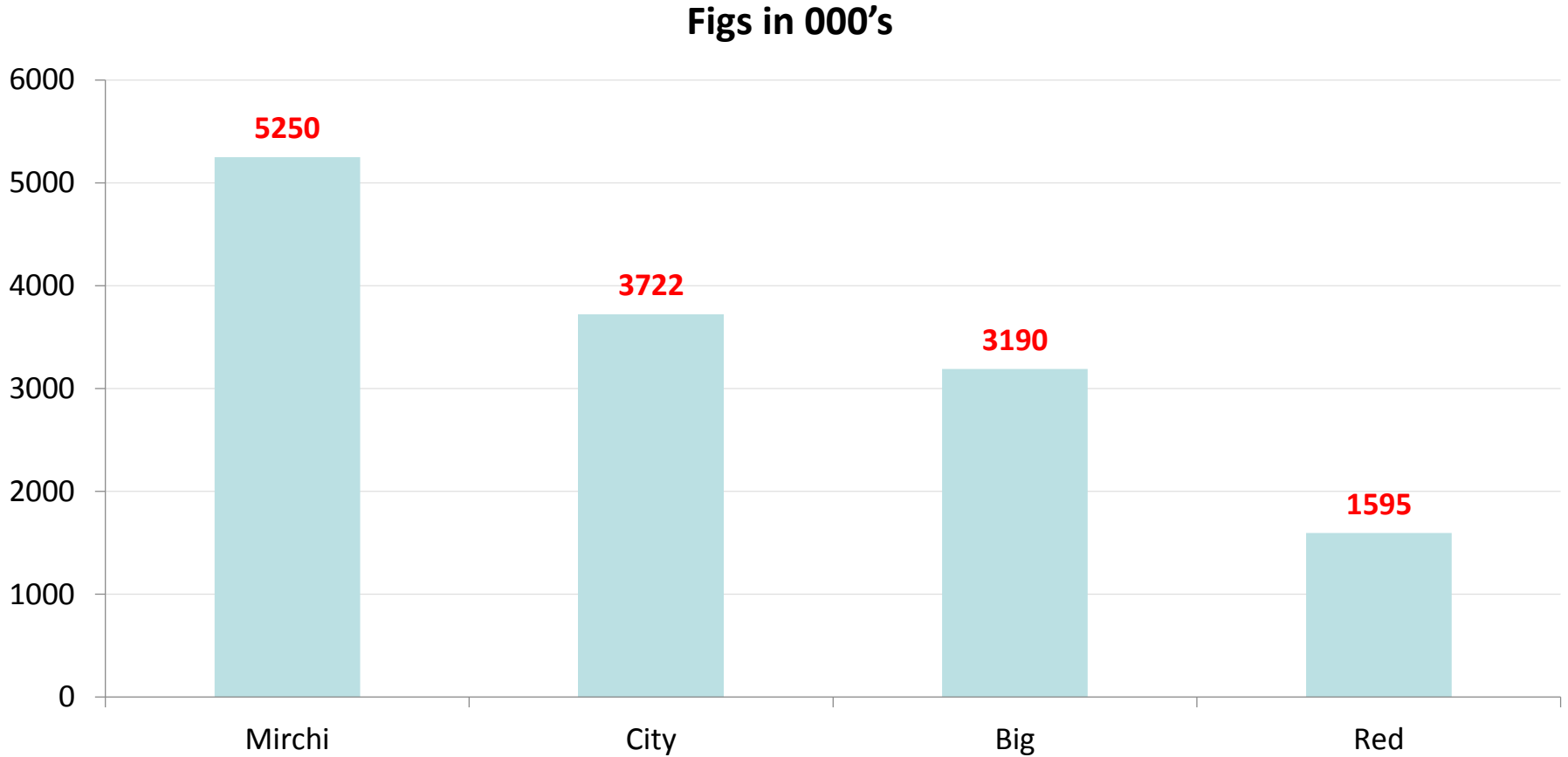
Radio City reaches to 32 Lacs Listeners in Pune

Listenership trend in Nagpur



Radio Mirchi reaches to 18.73 Lacs Listeners in Nagpur

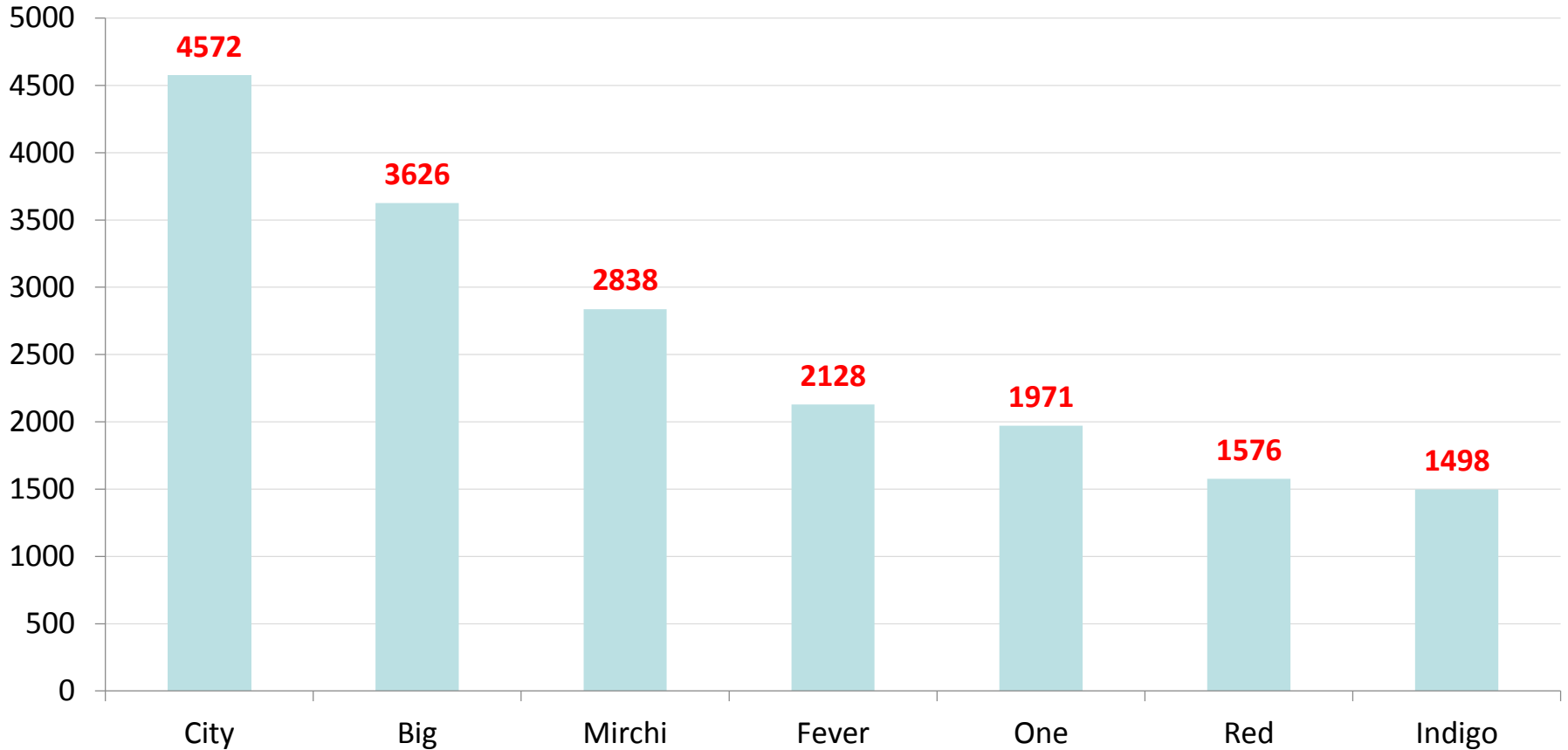
Listenership trend in Hyderabad



Radio Mirchi reaches to 52 Lacs Listeners in Hyderabad

Listenership trend in Bangalore:

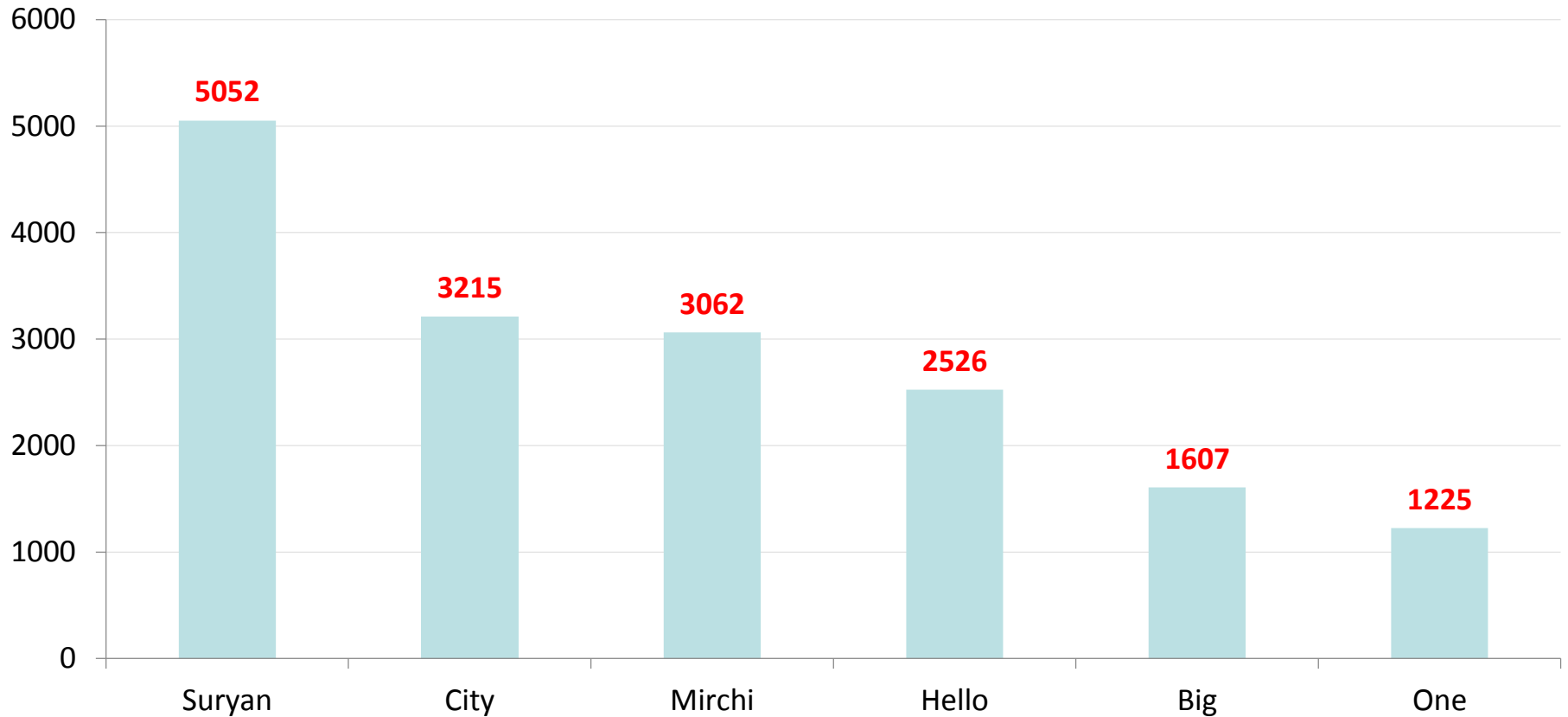
Figs in 000's



Radio City reaches to 45 Lacs Listeners in Bangalore

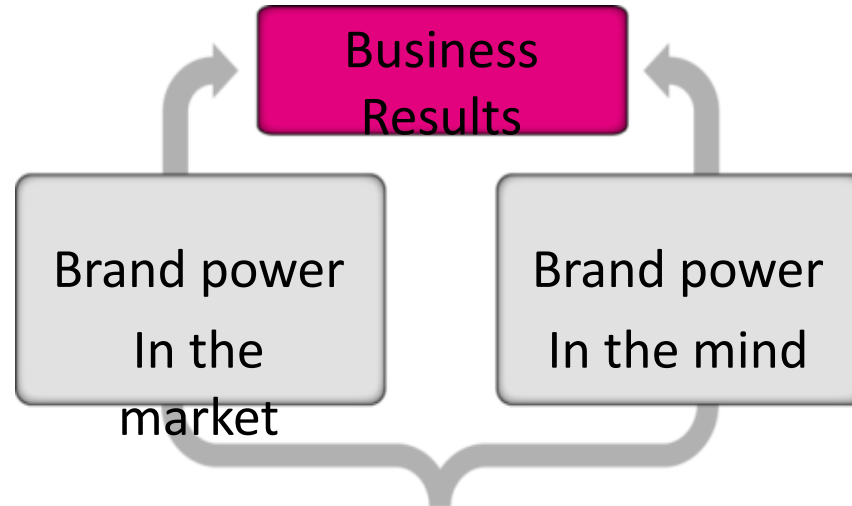
Listenership trend in Chennai:

Figs in 000's



Suryan reaches to 50 Lacs Listeners in Chennai

Brand Equity Framework recognizes both arenas of



Thank

You

Combined effectively, market and mind power create brand value