

Radio City's Music Na Khiladigalu

Bengaluru will vote once again! This time, to decide who plays the best Music -RJ Pradeep or RJ Vinayak

Bangalore, Karnataka, July 2, 2009 /[India PRwire](#)/ -- Think you the know Kannada music? Here's your chance to prove it! Bangalore's Radio City 91.1FM, Bangalore's No. 1 music station, brings to you a first of its kind music challenge - Music Na Khiladigalu.

RJ Pradeep, host of **Whatte Fun Mornings** from **7:00 am to 11:00 am** and RJ Vinayak, host of **City Maathu** from **5:00 pm to 9:00 pm** each believes that they play the best music for the Bangaloreans in their shows. Now it's a chance for the listeners to choose their Music na Khilladi by participating in the contest started on June 29 to July 11, 2009 and to vote for their favourite RJ who makes them sing along with the music they play.

Music Na Khiladigalu is interactive and not only invites votes from the listeners supporting their favourite jocks playing their favourite music but also invites suggestions and allows listeners to choose their playlist.

There are big names of Sandalwood supporting the activity with Sudeep, Gurukiran, Ramya, Chetan, Indrajeeth Lankesh, to name just a few, supporting the jocks playing their favourite music. They are sharing with Radio City exclusive unreleased music, making of songs, never before heard trivia to add their support to the activity.

The fun on the station continues as both jocks are trying to outdo each other by getting the jewels of music on each of their shows. Specially remixed music, new music, unique trivia, the works!

Talking about the initiative **Mr. Rana Barua Executive Vice President & National Head Programming** said, "We are known in the competitive market space as the first to initiate a spark of differentiators through the kind of music we play and our different activities. And with Music Na Khiladigalu we have again set ourselves apart from others. As FM radio's music experts, music has always been our forte and this is clearly reflected in our music-led programming innovations and the music we play. Our playlists are extensively researched and honed to provide Bangaloreans the music they really enjoy. The fact that Bangaloreans spend highest time spent listening to Radio City is a testimony to this".

Tune in to Radio City 91.1FM and casting your vote. Voting does not require voting booths, long queues and indelible ink, it is as simple as by typing SMS RCBLR **P IV** to 57007. P is the short code RJ Pradeep and V is for RJ Vinayak. The lucky listener can win loads of exciting prizes such as Bikes, Home Theatres, Mobile Phones, Restaurant and shopping vouchers and special Radio City's RJ merchandise - mugs, T-shirts, Button Buddies and loads of other interesting give aways.

To win all these exciting gifts, all the listener has to do is keep voting for the RJ who plays their favourite music or send him suggestions on how he can make his music better.

A sustained focus on understanding listeners and leveraging the synergies of music expertise and innovative programming, allows Radio City to deliver a unique listening experience and be an integral part of the lives of listeners. Aggressively looking at spreading the Radio City experience across the country, Radio City 91.1FM is committed to growing the market and creating superlative content for premium audiences.

Notes to Editor

About Radio City 91.1FM

Radio City 91.1FM is India's first and leading FM radio brand. Promoted by **Music Broadcast Private Limited** (MBPL), the private FM network has captured the hearts of millions of listeners across 20 FM stations in Mumbai, Delhi, Bangalore, Chennai, Ahmedabad, Pune, Hyderabad, Lucknow, Jaipur, Vadodara, Surat, Sholapur, Nagpur, Sangli, Coimbatore, Vizag, Ahmednagar, Akola, Nanded and Jalgaon. Radio City 91.1FM's fresh and vibrant outlook, 'Whatte Fun' offers a differentiated listening experience through melodious adult contemporary (AC) format of music to SEC AB Adult audiences across the nation. Aggressively looking at spreading the Radio City experience across the country, Radio City 91.1FM is committed to growing the market and creating superlative

content for discerning audiences. Radio City 91.1 FM broadcasts round-the-clock using state of the art digital stereo FM for unmatched quality in signal strength, clarity and brilliance.

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