



HT Media Launches its Second Radio Station

HT Media Ltd. has launched its second radio station, Radio Nasha 107.2 FM, in Delhi. Radio Nasha is India's first cool retro station and will mainly play Bollywood music from the '70s, '80s and '90s. The launch of Radio Nasha 107.2 FM in Delhi is the first of the phase III radio launches from HT Media Ltd., which had acquired 10 new frequencies across Delhi, Mumbai, Hyderabad and UP during the phase III auctions. According to company sources, the new station garnered a lot of appreciation on social media during its test transmission that started on February 26, 2016. With the launch of Radio Nasha 107.2 FM in Delhi, HT Media Ltd. will be the only company in India operating two stations in Delhi. Fever FM is the fastest growing radio station in the country and strategy has been to segment the radio-listening market into two distinct spaces – Radio Nasha 107.2 FM that will play cool retro music and existing Fever 104 FM that plays contemporary hit Bollywood music. The two differentiated radio stations will offer advertisers a choice of two sets of audiences to meet their needs better.

Harshad Jain, CEO – Radio and Entertainment, HT Media Ltd. said, 'Currently there is no radio station that does justice to the excitement, romance and attitude of the magical eras of 1970s-1990s. Radio Nasha 107.2 FM will be the first ever radio station packed with passion, fuelled by Bollywood celebrities and driven by RJs with a style that will be young, energetic and classy. Radio Nasha will make retro 'cool' and create a station that be the destination station for listeners. We look forward to delight listeners with innovative content and presenters that will be industry first on radio.'

HT Media Ltd. also operates Fever FM, a contemporary hit radio (CHR) station, across five metros of Delhi, Mumbai, Bangalore, Chennai and Kolkata. Fever FM enjoys a strong leadership position in Delhi, Bangalore (non-Kannada space) and Kolkata and is the fastest growing radio station in Mumbai. With the launch of Radio Nasha 107.2 FM, HT Media Ltd. has initiated its radio expansion drive and will soon operate in 13 cities with 15 stations.