



Future. Ready.

Entertainment Network (India) Limited
Annual Report 2010-11

We are no more
just 98.3 FM

We are also

www.radiomirchi.com

www.facebook.com/mirchi983fm

www.youtube.com/mirchi983fm

www.twitter.com/mirchi983fm

Mirchi Mobile 59830



HOME **Getting Future Ready**

Search

We fully realize that evolution in media habits of consumers and their increasing adoption of online space will be the game changer for media companies in the near future and we are busy preparing for such a digital world. The digital journey that Radio Mirchi has started is with an objective of becoming known as a 'community centric' company rather than just as an FM broadcaster. The efforts in the Online space and on the mobile are designed to reach out to our consumers on platforms and places where they naturally congregate - if they are on social media, we are now actively engaging with them in that space ; if they are spending more of their time on-line, we are strengthening our website activities to engage with them. If they want content "on demand", we are repurposing our content that way; If our consumers are spending more time on consuming entertainment on their mobile handsets, then we are making our content reach them on their mobile phones.

While we have barely begun our journey, we are scaling up fairly rapidly; we now reach 5% of all our listeners online through our online initiatives, and plan to triple our reach within the next one year. We already reach more listeners on the Mirchi Mobile platform with our offerings than through many of terrestrial radio stations. We are creating content like Mirchi Bhojpuri that can only be consumed on the mobile. There are many more such innovations in the pipeline which we will roll out soon.

Our digital strategy is driven by ideas and emanates from a philosophy – one good idea is better than a thousand strategies. We are learning as we go along, and we are maturing really fast as a digitally savvy company.



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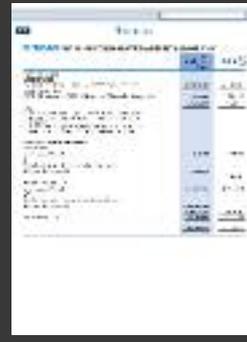
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DIGITAL & BOLLYWOOD

Mirchi goes virtual with Bollywood

The virtual world is constantly evolving and Radio Mirchi realises the importance of keeping up. Today's youth is aptly called the Twitter and Facebook generation and Radio Mirchi believes it is important to reach out and connect with them where it matters the most. Since our listeners love movies and movie songs, we have always brought those to our listeners. Now we are bringing our audience one step closer with a far more engaging presence online.

This year, before the release of two major independent movies – 'Dhobhi Ghaat' and 'Isi Life Mein' our audience connected with the movies through us on Facebook.

'Dhobhi Ghat' celebrated the visual landscape of Mumbai.



Similarly our campaign pushed participants to capture the spirit of their city. It was a competition where fans had to upload an inspiring picture from their city onto the Radio Mirchi page. Consequently lucky winners got to meet Aamir Khan. This campaign was hugely successful with a Facebook reach of

DIGITAL & BOLLYWOOD

approximately 2,00,000 and interaction of around 3000 wall posts. Similarly with 'Isi Life Mein' we gave listeners the unique opportunity to turn their lyrics into a song. The most interesting lyrics were sung by the film's composers, Meet Brothers at the Mirchi studio. We even converted the song into videos and uploaded those on our customized YouTube channel. The response – we received close to 100 entries in less than 2 days. The innovative quotient of Mirchi took another high with the movie No One Killed Jessica. The listeners were able to connect with Bollywood stars Vidya Balan and Rani Mukherjee through video on Facebook.

The listeners posted questions



on the Radio Mirchi Facebook page and received instant replies from the stars in video format.

Mirchi Facebook users got a chance to win exclusive autographed Radio Mirchi merchandise from the stars of Yamla Pagla Deewana.

This virtual presence provided us with exceptional results and



a greater audience connect.

Our digital initiatives have created a template for us to take forward the presence of Radio Mirchi on the digital space. By investing in people, and by being ahead of the curve in terms of technology adoption, we are ensuring that Radio Mirchi is indeed Future Ready.

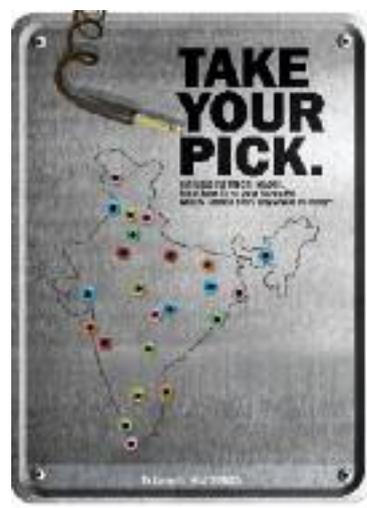


Mirchi reinvents the humble radio

It's true when they say Music crosses all boundaries and brings people together. At Radio Mirchi, we are committed to two things, our listeners and the music gurus. In our efforts to bring the best to our audience we have used technology to stay a step ahead.

follow their favourite local station from anywhere in India. The Mirchi Mobile service has generated a very encouraging following already. Many in the mobile VAS industry say that this has been one of the most successful VAS applications launched in the recent past.

Mirchi Mobile 59830



Partnering with Spice Digital, we introduced a path breaking technology that allows mobile users to tune into their favourite local Mirchi station from anywhere in India. This means that a person sitting in Mumbai can listen to Radio Mirchi Patna on his or her mobile phone by simply dialling a local number. 'Mirchi Mobile' is a unique proposition that addresses the need of our listeners to stay connected to their hometowns, providing entertainment in the language of their choice along with constant updates on their city happenings. Not limited by any handset, it allows Airtel, Reliance and BSNL users to

The innovation has received loud praise recently at the 6th India Radio Forum where it was awarded with the top award on 'Excellence in new media initiative'. The industry recognised the inventive fibre of Radio Mirchi and its abilities to adopt new technologies to make the brand reach out to its listeners through various means. This invention has created a brand new category in the mobile Value Added Services space and shown yet again to the world why we are Number 1 in the business. It is a testimony to our approach and the zeal with which we pursue excellence – being Future Ready.

AUDIO BOOK
ON
FACEBOOK

'Sud'
lights
up
Facebook



Our enthusiasm to leverage new media and the Internet led us to create an 'audio book' on a Mirchi page on the most popular social networking site globally, Facebook. We used one of our On-Air properties, 'Sud', an immensely popular character who has been entertaining listeners on Radio Mirchi with his hilarious jokes from his book 'Hansi Ke Phuware' delivered in his own unique style. But for the first time he could do this on Facebook.

For six hours Sud entertained people in a first-of-its-kind digital marketing initiative launched by Radio Mirchi. The session was unique because rather than giving just regular 'written status updates', Sud was responding to his fans and their questions through 'audio updates'. Radio Mirchi thus adapted Sud to Facebook by creating audio updates, bringing to the fore Sud's key features, his voice and

his earthy wit. The response we got was overwhelming; each update by Sud was followed by over 20,000 people. Sud's listeners and followers had a lot of questions for him; each of which he answered in his own inimitable way. People shared their jokes with Sud, and one lucky fan even had his joke selected and read out by Sud as an audio update. Sud also composed and sang a farewell song on Facebook for his fans. The posts indicated everyone was having a lot of fun.

There were even requests for copies of 'Hansi Ke Phuware', the book of jokes that Sud reads from, which does not exist except on-air on Radio Mirchi and on our website www.radiomirchi.com. The activity got a strong and positive response and gave our fans a new platform to connect with the brand.

**MIRCHI
MUSIC
PREMIERE**

If it's
fresh,
it's
Mirchi

Radio Mirchi which has always stood for fresh ideas, reached another milestone by introducing 'Mirchi Music Premiere' A step that brought in the concept of 'on-air launches' and unveiled the music of many hit movies. Among the popular films that premiered their music this year was Prakash Jha's much awaited multi starrer 'Raajneeti' that was launched on 'Hi Mumbai!' Unveiling the songs, were none

other than the film's charismatic lead pair, Ranbir Kapoor and Katrina Kaif along with director Prakash Jha and music composer Pritam and Aadesh Shrivastava. The vibrant team entertained the listeners by reminiscing about the movie and sharing interesting trivia and memories from the shoot.

Suneil Shetty also went on 'Sunset Samosa' for the Mirchi Music Premiere of his movie 'Red

