



# TECNIA INSTITUTE OF ADVANCED STUDIES

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INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085



<b>Event</b>	:	<b>Industrial Visit</b>
<b>Date</b>	:	<b>November 10<sup>th</sup>, 2012</b>
<b>Time</b>	:	<b>9:00 AM</b>
<b>Venue</b>	:	<b>Radio Mirchi, Film City, Noida</b>
<b>Students</b>	:	<b>BJMC, III Semester (I and II Shifts)</b>
<b>Convener</b>	:	<b>Mr. Amit Kumar Dheri</b>
<b>Incharge</b>	:	<b>Ms. Honey Shah, PC- BJMC</b>

## OBJECTIVE:

- Corporate Exposure to aspiring students
- Learning while experiencing
- Corporate Grooming

## COMPANY PROFILE:

Radio Mirchi's holding company Entertainment Network (India) Limited (ENIL) was incorporated in 1999. After successfully bidding for licenses in the Phase I auction in 2000, ENIL launched its first station in Indore on October 4, 2001. In the space of 24 months, Radio Mirchi made its presence felt in seven cities; along the way it also became the only private FM brand in all the four metros. Since launching its first station in Indore in 2001, Radio Mirchi has gone from strength to strength. Today, it is one of the largest private FM radio networks in India with licences in 32 cities. As on date all 32 stations are on air. Radio Mirchi has the distinction of being the only private radio broadcaster to have licences in all of India's fourteen cities with a population of over 2 million. This makes the channel the most valuable network for advertisers. With revenue exceeding Rs. 170 crore (US\$ 42.5 million) Radio Mirchi, in its space, had an estimated 45% market share (Source: internal data). The company grew 43.6% in the financial year 2006/07. In the first nine months ended December 31, 2007 the company's revenue was Rs. 162.50 crore (US\$ 40.63 million) up 32.5% over the previous year. The channel's strength can also be gauged from the fact that Radio Mirchi's total daily reach in the metropolitan cities of Mumbai, Delhi and Kolkata was 7.7 million listeners (Source: Indian Listenership Track Wave 4 – 2007). In the new Radio Audience Measurement (RAM) launched by the TV ratings company TAM, Radio Mirchi dominated Mumbai, Delhi and Bangalore by logging a combined weekly listenership of approximately 11.3 million (RAM week 02, 2008). This is the highest of any station in these three cities combined. But it's not just in the metros that Radio Mirchi scores. Across its 32 cities this perky entertainment brand reaches out to an estimated 22 million listeners every day. This is higher than the all India reach of the leading satellite TV channel. Not surprisingly Radio Mirchi is also a favourite with advertisers. It has received due recognition from several quarters. It won four of the six RAPA awards received by radio broadcasters from the Radio and

Television Advertising Practitioners' Association of India in 2004; and seven out of eight in 2005. Radio Mirchi is also the only media brand to have won a Gold for Best Activity Generating Brand Loyalty and a bronze for Best Activity Generating Brand Awareness and Trial at the 2004 Promotion Marketing Awards of Asia. In 2007 Radio Mirchi won four RAPA Awards. It also won two Golds at the Ad Club Kolkata and a Gold at the Ad Club Bangalore Awards function.

#### **REPORT :**

Industrial visit was organized by TIAS for BJ(MC) III Semester students at Radio Mirchi, Noida on 10 November 2012. Students were addressed by Marketing Head of Radio Mirchi about the working of a radio station. The batch was divided in three groups which one by one went along with Marketing Head to learn about the Music Library, which consisted of all the songs from 1950 till date, VO recording studio, where all the voice overs were recorded, Spots recording studios, where the advertisements were created and designed, the main recording studio, from where the RJ goes on-air and the backup studios, where the programmes are pre-recorded and then broadcasted later.



The students also got the opportunity to meet RJ Stuti who told about the various equipments used in the studio when the RJ is on-air. An interactive session was held between the students and Marketing Head where he told the students about the five departments working in a radio station apart from the Radio Jockeys which include :- Sales department, IT department, Marketing Department, Editing Department and Finance Department. Answering the queries of one of the student, he said, "Sales is the backbone of a Radio station." He also talked about the competition in the market and the various strategies planned to compete. The students also came to know about RAM (Radio Audience Measure) which is a software used to find out the number of listeners of a particular radio station. They also came to know about the importance of Target Audience. All the questions of the students were solved satisfactorily. All in all, this industrial visit was a good experience for the students as they had a professional and practical outlook of what they have studied theoretically. Through the interactive session the students cleared all their questions and also gained more knowledge about the working of a radio station and also about the marketing strategies adopted to compete in the market.

## LEARNING OUTCOME :

- Gaining insight into Corporate world
- Understanding workings at the radio station
- Exposure to Corporate culture and their working
- Collaborations
- Self Discipline
- Learning to manage self and then to manage others

## GLIMPSES OF THE INDUSTRIAL VISIT





