



Jaipur's No. 1 FM Radio

Presence



- 95 FM TADKA is present in following three important cities of Rajasthan as well as the Raipur, the capital of Chhattisgarh:
- - JAIPUR launched on 15th aug.06
- - UDAIPUR launched on 27th Aug,07
- - KOTA launched on 25th feb.08
- - RAIPUR (CHATTISGARH) launched on 1st March.09.

Network



- 95 FM TADKA is rocking the airways of Rajasthan in three important cities. These cities are selected in a strategic way to cover the important zones of entire Rajasthan.
- Hence these three stations also cover the upcountry areas of their surroundings which moreover caters to all important zones of Rajasthan.

USP's



Radio venture of the strongest media group of Rajasthan (Rajasthan Patrika), hence the benefit of print synergy which is un – parallel to any other radio station.

- No.1 radio station according to IRS 2008,IRS Q2 2010,IRS Q3 2010,IRS 2010 Q4, IRS 2011 Q1, IRS 2011 Q2,Q3,Q4, IRS 2012,Q1,Q2,Q3,Q4
- Maximum local connect through listeners through innovative programs.
- Strong network in three important cities of Rajasthan i.e. JAIPUR, UDAIPUR & KOTA and upcountry areas.

Revamp



- 95 FM Tadka Revamped its entire content, music, Jocks to give it a fresh sound on 11th April, 2012.
- Tadka plays the best music amongst all the radio stations as it has a mixture of latest songs, 90's songs, pop songs and hit numbers of old times.
- Tadka has made hype in the pink city through its super success full events like Sounds Good Night (I) – War of Bands, sounds Good Night (II) – DJ Suketu Night, Women Recognition Awards & Saturday Night full tight with DJ Aqeel.

Entertainment



Photo file



Event : Women's Day
Date : 8th March, 2013
Venue : Just 4 Her Showroom



Event : Sounds Good Night - 1st
Date : 6 July 2012
Venue : Maharana Pratap Audi.



Event : Just 4 Her (Roadshow)
Date : 22 Feb – 22 March 2013
Place : Jaipur City



Venue : Just 4 Her Showroom
Date : 8th March, 2013
Event : Women's Day



Venue : Maharana Pratap Audi.
Date : 6 July 2012
Event : Sounds Good Night - 1st



Place : Jaipur City
Date : 22 Feb – 22 March 2013
Event : Just 4 Her (Roadshow)

Entertainment



Photo file



Event : Mothers Day
Date : 13 May 2012
Venue : Kanji Restaurant

Event : Seedling School Fest
Date : 8 Feb. 2013
Venue : Dushera Maidan, Jaipur

Event : St. Xavier School Fest.
Date : 15th Dec. 2012
Venue : School Campus

Venue : Kanji Restaurant
Date : 13 May 2012
Event : Mothers Day

Venue : Dushera Maidan, Jaipur
Date : 8 Feb. 2013
Event : Seedling School Fest

Venue : School Campus
Date : 15th Dec. 2012
Event : St. Xavier School Fest

Entertainment



Photo file



Event : DJ Aqeel Press Conference
Date : 21st Feb. 2013
Venue : Hotel Royal Orchid



Event : War Widows
Date : 20 August 2012
Venue : Hotel Marriott



Event : Flash Mob Activity
Date : 12th August 2012
Venue : MGF Mall



Venue : Hotel Royal Orchid
Date : 21 Feb. 2013
Event : DJ Aqeel Press Conference

Venue : Hotel Marriott
Date : 20 August 2012
Event : War Widows

Venue : MGF Mall
Date : 12th August 2012
Event : Flash Mob Activity

Entertainment



Event : Humraah
Date : 30th November 2014
Venue : Albert Hall , JLN road

Entertainment



Event : Badbola and Karbola Activity

Entertainment



Celebrity visit at 95 Fm Tadka Studio



Entertainment



Celebrity visit at 95 Fm Tadka Studio



Entertainment



Promotional Event of 'Crazy Kukkad Family' with 95 FM Tadka

Entertainment



Celebrity visit at 95 Fm Tadka Studio

Star Visit @



Star Scope :

Tadka attracts a fair traffic of celebrities from the Film Industry.

celebrities from the Film Industry
Tadka attracts a fair traffic

Star Scope :



Star Visit @



Star Scope :

Tadka attracts a fair traffic of celebrities from the Film Industry.

celebrities from the Film Industry.

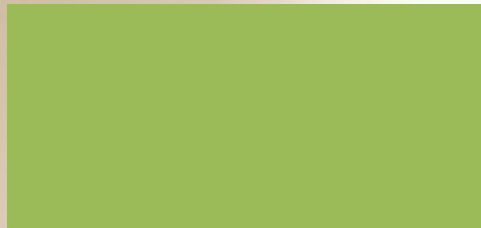
Tadka attracts a fair traffic of

star scope :





95 FM Tadka Shows

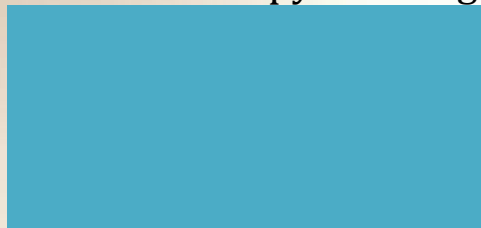


Show Crispy Morning



Time 11 AM - 2 PM

Show Ladies First



Show U Me Ka Panka



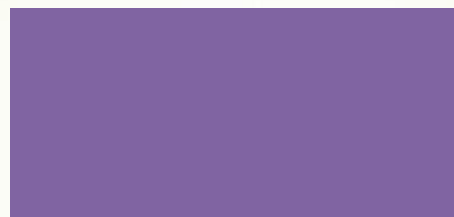
Time 5 PM - 9 PM

Show Oye Sun Set

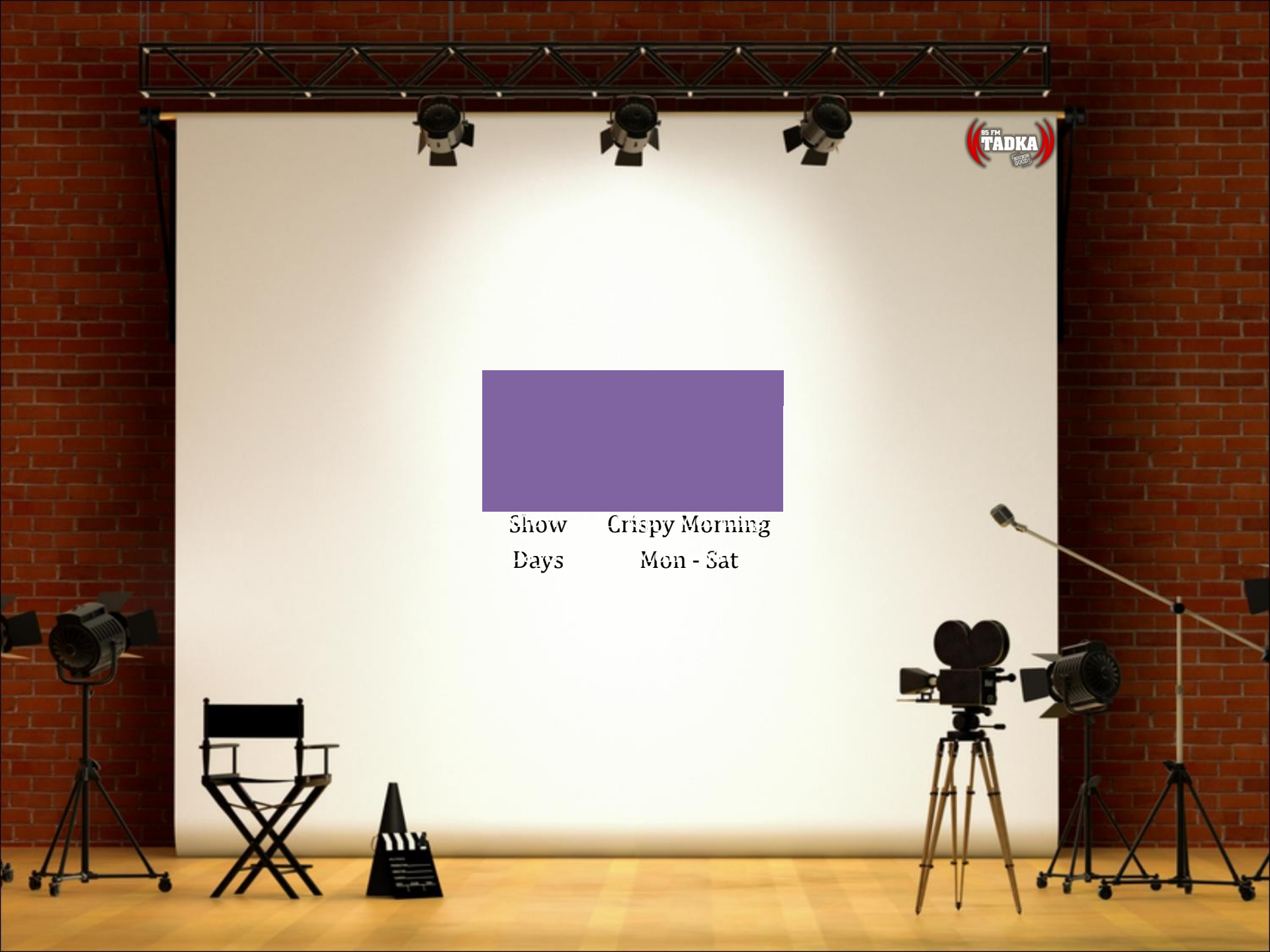


Show Love Unplugged





Show Days Crispy Morning
 Mon - Sat





CRISPY MORNINGS IS ALL ABOUT

- Information + Entertainment = Infotainment
- Crispy morning is the perfect way to work as a rocket whole day. Crispy morning is RJ Devangana gives you a blend of Infotainment , music , happening and humor
- Starting of the day with little kidos where the RJ along with OB jock talks to kidos And their parents about the school life

TARGET AUDIENCE

- Office goers
- Ladies
- Students



SHOW CLB

HOUR 1

LINK 1 – Weather update + Generic observation + Intro

LINK 2 – Birthday Bite of Celebrity + School OB Intro

LINK 3 – School OB

LINK 4 – School OB

HOUR 2

LINK 1 – Newstake

LINK 2 – Newstake

LINK 3 – Rap

LINK 4 – Twetiypa (its all about twitter trends)



SHOW CLB

HOUR 3

LINK 1 – Callers + Traffic Update

LINK 3 – Callers

LINK 4 – Traffic update + Caller

LINK 2 – Callers

HOUR 4

Link 1 – Crank Calll

LINK 2 – Funny day

LINK 3 – Newstake

LINK 4 – Handshake + Sign Out



SHOW Ladies First

Days Mon - Sat

LADIES FIRST IS ALL ABOUT

- Ladies First its all about fashion and style , Latest trends.
- Its a famil;y show but the participants and target listners of the show are only females
- Ladies first also cover cooking recipies with the expert tips by the celebrity's and Hotel Chef's. Bollywood updates which connect with ladies take the place in the show

TARGET AUDIENCE

- Ladies



SHOW CLB

HOURL 1

LINK 1 – Welcome Link

LINK 2 – Bollywood khichdi

LINK 3 – Fashion Style talk

LINK 4 – Fashion Blunder with the correction by Celebrity Fashion Designer

HOURL 2

LINK 1 – Contest Hour + Contest Keys (Rishteydari)

LINK 2 – Contest Question

LINK 3 – Caller

LINK 4 – Caller



SHOW CLB

HOUR 3

LINK 1 – Winner Announcement + Tease about the recipe

LINK 2 – Recipe Link

LINK 3 – Recipe by Expert Chef

LINK 4 – SIGN OUT



Days Mon - Sat



U ME KA Panga IS ALL ABOUT

- U me Ka panga its all about youth ,
- Target is to entertain each and every listener and giving them some useful content
- Its a youth based show

TARGET AUDIENCE

- Youth



SHOW CLB

HOUR 1

LINK 1 – Welcome Link / Social networking sites / Jokes

LINK 2 – Bollywood k' kaan madod'

LINK 3 – Song presale/ Presale

LINK 4 – Hollywood ki pole khol

HOUR 2

LINK 1 – Angrezi medium dot com

LINK 2 – Caller

LINK 3 – Caller

LINK 4 – Winner



SHOW CLB

HOUR 3

LINK 1 – Fabric / Celebrity Birthday Contest

LINK 2 – Caller + Joick take

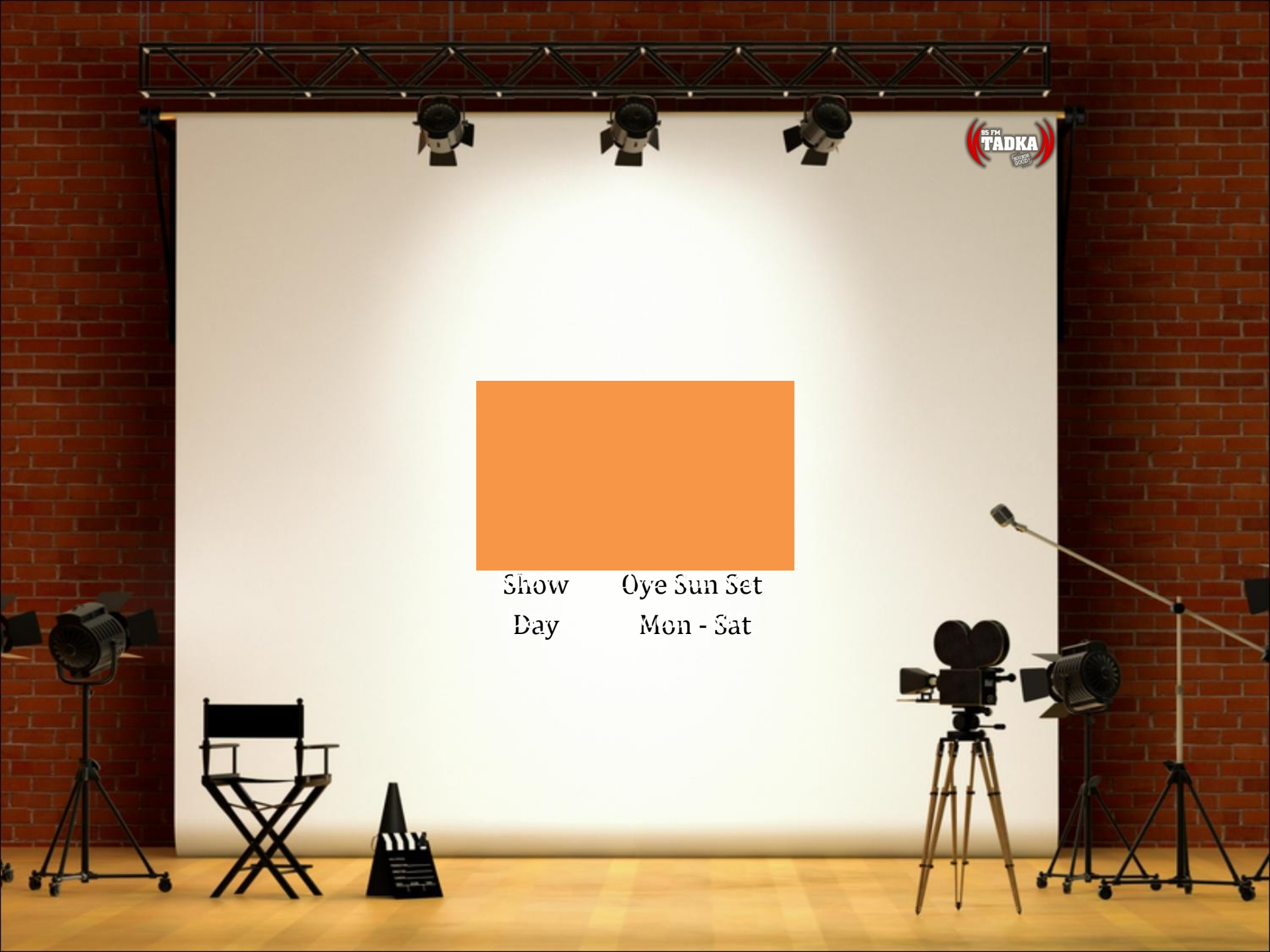
LINK 3 – Caller + Jock take

Link 4_ Winner and Handshake



Show
Day

Oye Sun Set
Mon - Sat



OYE SUN SET IS ALL ABOUT

Humor... Fun... Masti

- Providing information in light manner
- Relaxing people's mind who are either on their way to home from office or on roads
- Tickling the rib of people giving them some time to laugh or enjoy from their busy lives
- Sharing important issues with satirical takes leaving people think about it

TARGET AUDIENCE

- Office goers
- Youth
- Students



SHOW CLB

Hour 1

LINK1- TOTMR+ Time check

LINK2- Funny link+ Bollywood news

LINK3- Shaking Local/ National News

LINK4- Traffic Update + Gold Update

Hour 2

LINK5- Dialouge ki Galti (Contest)+ Time Check + Preselling of Contest

LINK6- Dialouge

LINK7- Caller Interaction

LINK8- Callers + Winner



SHOW CLB

Hour 3

LINK9- Generic with any Interesting topic + Time Check

LINK10- Traffic Update + Topic for Call Interaction

LINK11- Callers

LINK12- Callers

Hour 4

LINK13- Bollywood News + Time Check

LINK14- Bollywood + Weather Update + Preselling of Nazm , Gazals or Shayari

LINK15- Gazals or Shayari , Nazm

LINK16- Sign out link with Positive quote



Days

Mon – Fri



Do Deewane Shaher Mai IS ALL ABOUT

- Shyaaris , Love Messages
- Its all about romantic late nights talks

TARGET AUDIENCE

- All age segments



SHOW CLB

HOOR 1:

Link 1 : Shyaaris

Link 2 : Shyaaris

Link 3 : Shyaaris

Link 4 : Shyaaris

HOOR 2 :

Link 5 : love messages

Link 6 : love messages

Link 7 : love messages

Link 8 : love messages

HOOR 3 :

Link 9 : Romantic talks

Link 10 : Romantic talks

Link 11 : Romantic Talks

Link 12 : Romantic Talks

Promotion Docket:



- On Air promo:
- RJ Mention:
- On Air Advt:
- Bumper:
- Value Advt: Ob activity, opening & closing tags of shows.

Celebrities Visit at 95 Fm Tadka Studio:





Thank
you