

Badlaav ka Naya Mantra



A vertical of Patrika Group,
One of India's Largest
Media Conglomerate





राजस्थान पत्रिका

पत्रिका

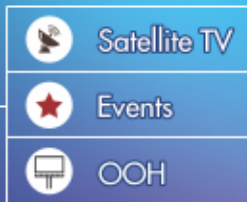


 patrika.com



About Patrika Group

Rajasthan Patrika is one of India's most preferred media group establishing footprints across print, digital & FM Radio.



PRINT
9 States
38 Editions



FM TADKA
5 Regions & 1 Union Territory
18 Stations



DIGITAL
28.54M
Unique Visitors
(Comscore Nov' 20)

Pan India Presence

9 STATES | 38 EDITIONS

Read by a population of over **10.20** million, our newspaper is ranked **26th** amongst the top **50** paid dailies (WAN-IFRA).

Patrika Group caters to **50%** of India's Hindi heartland. Having marked its presence in almost every region in the country, Rajasthan Patrika is the only hindi daily which effectively covers the Southern parts of India.

Since inception, Patrika Group has pledged towards creating, collecting and distributing high quality, unbiased and authentic information.

We have always stood strong in producing content of the highest quality & integrity that has been the basis for our reputation and the means by which we have kept our reader's trust and expectations intact.



FM Tadka is a radio venture of one of India's most credible media houses, the Patrika Group.

Having enjoyed the leading position in Rajasthan since its inception, Tadka has expanded further and is now present in **18 cities across 5 regions & 1 Union Territory**

How are we different?

- Radio venture from Patrika Group
- Brand acceptance
- Innovative concepts
- High on RJ engagement
- In-depth market understanding
- Unique content

Why radio as medium?

- Allows hyper local connect, highly economical, helps in impulsive buying.
- Radio stays fresh in the mind of its listeners even at last decision making point.
- Huge frequency build-up medium.
- Every Jingle drives listeners' attention.



KADAK
MORNING



Kadak Morning

07.00AM ONWARDS | MON TO SAT

Your daily dose of inspiration, empowering information and impactful conversations in FM Tadka's morning show. All this accompanied with melodious music to kick-start your mornings. Kadak din ki tatkedar shuruaat ! With RJ Sufi across 18 cities.

DIN KI TADKEDAR SHURUAAT

RJ SUFI
KE SAATH

KADAK MORNING

MONDAY - SATURDAY | 7AM SE

fm. tadka
apni suno

www.fmtadka.com

[f](#) fmtadka [t](#) fm_tadka [i](#) fmtadka





The Evening Show

05.00PM ONWARDS | MON TO SAT

Your dose of fun contests, big prizes, city updates and trendy polls. Songs to make your evening drive or tea time at home a pleasure- The Evening Show has just the glamour, masala characters, latest updates and excitement to cheer you up. Nitish, Ankit, Shivangi, Narendra.



Life ki **FILMY** Kahaniyaan

Life ki Filmy Kahaniyaan

09:00 PM ONWARDS | MON TO SAT

Life ki Filmy Kahaniyan- Life imitates art. So why not celebrate lives that mirror films and film like journeys. FM Tadka presents a show where story teller RJ Jay, features unique breaking stories that are filmy in nature. Every person has a story inside him or her. FM Tadka will discover these stories and make them larger than life.





Show RJs



RJ Sufi



RJ Shivangi



RJ Nitish



RJ Priyal



RJ Jay



RJ Narendra





RJ Jagruti



RJ Sanskriti



RJ Divya



RJ Anamika



RJ Nitin



RJ Vaibhav



RJ Shadab



RJ Raunak



RJ Mursal



RJ Arpit



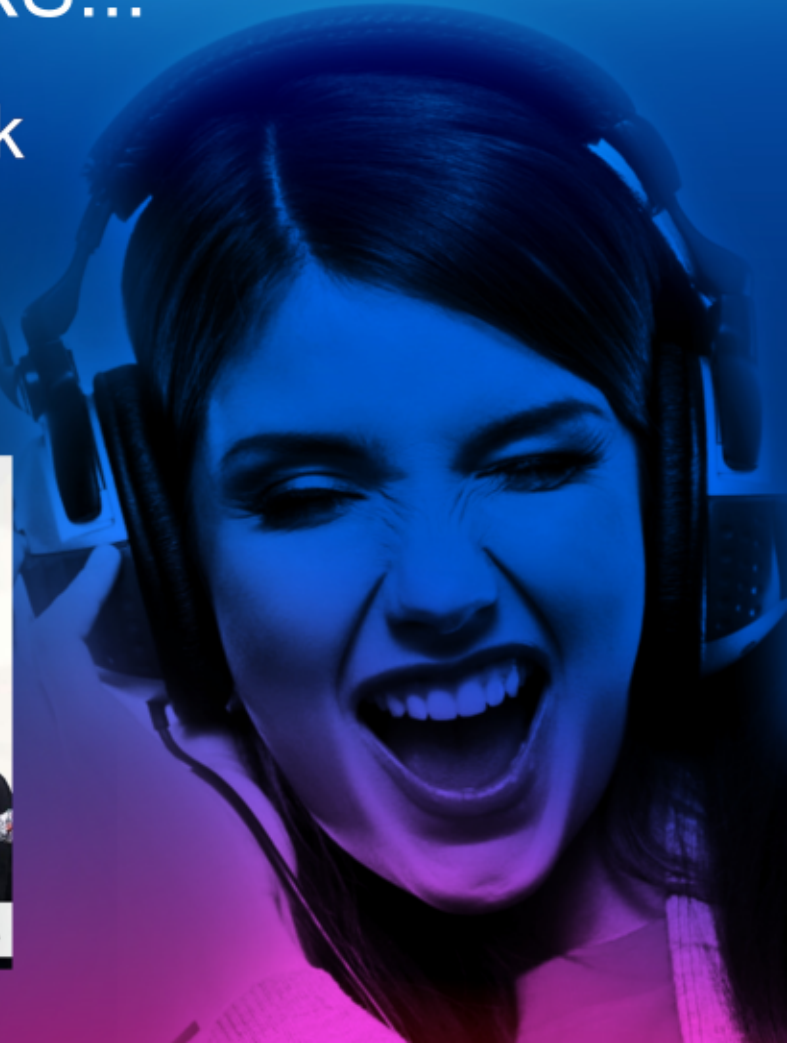
MORE TO ENGAGE LISTENERS...



Tadka Celebrity Stalk

06.00PM-08.00PM (Sunday)

When the world stalks a celebrity it is headlines, but when RJ Jay stalks a celebrity it becomes Tadka Celebrity Stalk. A show that uncovers the unknown side, the soft story, the anecdotes that only RJ Jay can make the celebs talk about.



MORE TO ENGAGE LISTENERS...



6 ka Tadka

Na Break Na Bak, Chheh Gaaney Takatak !
6 songs back to back in every hour.



Tadka Local 4 TIMES A DAY

Morning **10-11** am | Afternoon **1-2** pm
Evening **4-5** pm | Night **8-9** pm

Connecting with local topics, resolving issues, highlighting achievements and updates make FM Tadka local shows appealing to listeners and clients alike.



MORE TO ENGAGE LISTENERS...



BBC Programmes

BBC Newsmakers, BBC Ek Mulaqat, BBC 70mm and BBC Ek Minute make up the daily and weekend programming on FM Tadka. Latest gossip, biggest celebrities and newsmakers only on FM Tadka. This is an exclusive programming available only on our network in the country.





SOCIAL SHOUT

Post reach

1 M +

Video views

300 K +

Followers

92 K

www.fmtadka.com

 **fmtadka**

EVENTS & ENGAGEMENTS



Woman Recognition Awards

The main objective of the event is to recognize and promote women achiever exclusively who have displayed their expertise and contributed exceptionally in various fields. FM Tadka has done 8 seasons of WRA so far.

we invite entries from different cities under different categories like The Sports Star, The Corporate Diva, Jewel in the Crown, The Erudite, and Golden Heart.

EVENTS & ENGAGEMENTS



Kisaan Meri Jaan

This World Human Rights Day- 10th December, FM Tadka paid tribute to farmers with the second edition of Kisaan Meri Jaan campaign to salute our Kisaans who are always forgotten whenever we eat and waste food. We also highlighted their working life and style of living to appreciate their right to dignity, prosperity and equality. This was done in 3 phases. In Phase 1 RJ went to schools, colleges, offices and made people take oath that they won't waste the food

(Utha hi lenge thali mein ki fekna na pade naali mein). In Phase 2 gifts were collected from listeners and people for farmers.

In Phase 3 Tadka RJ's visited villages across Rajasthan, UP, Bihar, Maharashtra & Chhattisgarh and lived at farmers place for 2 days. RJ's followed farmers routine and tried to live their life with them. RJ's also highlighted government schemes available for farmers and talked to Sarpanch, Pradhan & farmers about the problems they face.

EVENTS & ENGAGEMENTS

Yoga Day Celebration



Yoga is an ancient practice that involves physical poses, concentration, and deep breathing. A regular yoga practice can promote Trusted Source endurance, strength, calmness, flexibility, and well-being. Yoga is now a popular form of exercise around the world.

Every Year FM Tadka organizes on ground yoga session on international yoga day in different cities. Every year we receive huge participation of people who do yoga with trainers and RJs of FM Tadka.

EVENTS & ENGAGEMENTS



Run from Diabetes

To draw people's attention towards diabetes and the measures to prevent, FM Tadka came up with an activity named run from diabetes - Cheni kum toh fit rahe hum. Since World Diabetes Day also coincides with Children's Day, we have had a music marathon on air and a run on ground with a unique child-parent tag team. We provided Free diabetes Check-up and Bhago-Bhago kit to participants.



EVENTS & ENGAGEMENTS

Super Saviour Awards

FM Tadka ran a campaign to identify people who do good deeds, save the environment, save water, save animal lives and many more such people who are worthy of being called super saviours of society. We organised award ceremonies across our network cities.



EVENTS & ENGAGEMENTS



MUSICIANS. INDEPENDENT. COLLECTIVE.

Tadka MIC - Independent Singles are being played in Tadka MIC irrespective of record label or Bollywood connection. A lot many bollywood singers release their own song that doesn't fall under any record label, if the song is good and fulfill the criteria of Tadka MIC, it gets played in FM Tadka. FM Tadka is now playing many such songs of famous names like Arijit Singh and Papon. Jist is- The song doesn't need to belong to any record label, it should be independent and should sound good

EVENTS & ENGAGEMENTS

इंडिपेंडेंट म्यूजिक से जुड़े आर्टिस्ट्स को मंच प्रदान कर रहा है एफएम तड़का

तड़का माइक पर छाया इंडिपेंडेंट म्यूजिक

पत्रिका **PLUS** रिपोर्टर

जयपुर • रेडियो सुननेवालों के लिए इंडिया के चहोते एफएम तड़का ने बड़ा और नया बदलाव किया है। एक नया कदम बढ़ाते हुए तड़का ने इंडिपेंडेंट म्यूजिक के फ्लेवर को सबके सामने रखने का बीड़ा उठाया है। राजस्थान पत्रिका के 18 स्टेशंस पर 'तड़का माइक' के रूप में एक प्लेटफॉर्म तैयार किया है, जहाँ इंडिपेंडेंट म्यूजिक आर्टिस्ट्स का ऑनलाइन क्रिएशन ऑडियंस के सामने रखा जाएगा। क्रिएटिविटी के इस खजाने को ऑडियंस हर घंटे सुन सकती है और तड़का नए कलाकारों की आवाज को आप तक पहुंचाने का कदम करेगा। रेडियो के सब इन कलाकारों को डिजिटल प्लेटफॉर्म पर भी सुन जा रहा है। इसे लेकर विशेष मधुश्री ने अपने विचार व्यक्त किए हैं।

मधुश्री ने कहा कि एफएम तड़का इस मुहिम के लिए कवाईत का पात्र है। इंडिपेंडेंट म्यूजिक और आर्टिस्ट्स को तड़का ने एक बड़ा प्लेटफॉर्म उपलब्ध कराया है, जो म्यूजिक की बेहतरी के लिए एक बड़ा कदम माना जाएगा। जब मैं बॉलीवुड में जगह बना रही थी, तब मुझसे पूछा गया था कि मैं किसकी आवाज में गाती हूँ। बस इसी बात से मैंने अपना एल्बम बनाने का निर्णय लिया। इस एल्बम के जरिए लोग मेरी अपनी आवाज से मिल जाए और फिर मैं यहीं से फिल्में के लिए भी ऑफर मिलने लग गए। इंडिपेंडेंट म्यूजिक के लिए एफएम तड़का का यह प्रयास नए कलाकारों के लिए अच्छा



स्कोप देने वाला खचित हो सकता है, एल्बम को आज रिलीज करना अमान्य नहीं होता है, ऐसे में खाई खिंदे आपका क्रिएशन नजर आए तो वह लोगों तक आसानी से पहुंच पाएगा। मधुश्री के अनुसार, एक आर्टिस्ट बॉलीवुड में फिट होना ही नहीं है, कि उसकी कला, उसकी आवाज, उसका काम दुनिया को नजर आए और इसके लिए एक कलाकार को अवसर मिलना बहुत जरूरी है और ये तभी

तड़का ने दिया बड़ा प्लेटफॉर्म

नए फ्लेवर में सामने आया सामने

नए फ्लेवर में सामने आए एफएम तड़का की हिस्ट्री में अभी तक लिस्नर्स ने तड़का कलाकार, तड़का जैम स्टूडियो, तड़का रोल स्टूडियो जैसे फ्लेवर को सुना, इसी रास्ते पर एफएम तड़का का अगला कदम अब आपके साथ है 'तड़का माइक' के रूप में।

परिचित है जब एक आर्टिस्ट खुद ये जाने कि उसके अंदर गाने का हुनर है या नहीं, उसके लिए मैलिकला जरूरी है।



EVENTS & ENGAGEMENTS



MUSICIANS. INDEPENDENT. COLLECTIVE.

artist
meet



MADHUSHREE



RAPPERIYA BAALAM



GAJENDRA VERMA



SHAHID MALLYA



MOHIT GAUR

EVENTS & ENGAGEMENTS



Tadka MIC ke Soorma- A musical competition among the Independent artists of the country. It takes a lot for a local artist to release his/her song and get it played on Radio.Fm tadka's hunt gave 5 sensational talent and gave 5 independent originals a platform they were proud of. Currently, FM Tadka is playing songs of 5 Tadka MIC ke Soorma



रैना अर्ष
(श्रीनगर)



सौरभ दास
(जयपुर)



हिमांशु कुमार
(मुजफ्फरपुर)



देबोलिना घोष
(प्रयागराज)



यमराज मिश्रा
(गोरखपुर)

EVENTS & ENGAGEMENTS

FM Tadka Ready HO



PRESENTS



POWERED BY



CO SPONSOR



This campaign's main objective was to make people future ready, so they can not only survive but can fight and win over any situation like lockdown in future.

Since it was Tadka's 15th Anniversary, so we came up with 15 Sub activities under one umbrella campaign "Ready Ho"

These 15 activities were designed keeping all age group and all major sectors in Mind. Each activity is unique and offers learnings, honor, enthusiasm, confidence and a vision to be ready for future.

Various online sessions were conducted online every sunday during the activity where more than 24 experts shared their knowledge. Participants were given chance to interact with experts in each session to clear their doubts. Games were played in sessions and participants won many prizes.

Mathematic educator Anand Kumar (known for his Super 30 programme), Paralympian Nishad Kumar, Marry Kom's boxing coach chhote lal were also part of the campaign as a guest.



EVENTS & ENGAGEMENTS

Experts views

I think ye bahut hi accha initiative hai. this is need of the hour. By this sessions you are amplifying information which is not happening anyways.

This is a great platform for all of us.

Mr. Varun Shah

Co-Founder Eccentric Engine.

expert - ready ho for future cars

Very good efforts by fm tadka this is something very intellectual you are doing.

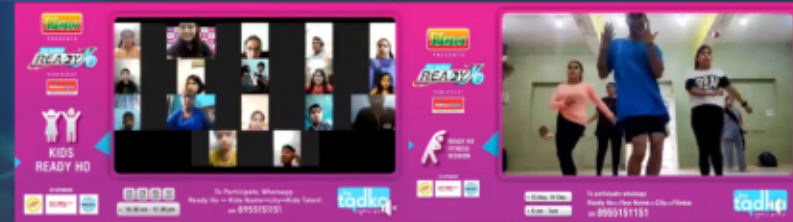
It is a morale boosting activity for all the participants.

Dr Saurabh Saran

Principal Scientist from CSIR-IIIM

expert ready ho for start up session

Ready Ho Activity Engagement



READY HO
FITNESS SESSION



KIDS
READY HO



READY HO
FOR SELF DEFENSE



READY HO
FOR FUTURE CARS



COUPLES
READY HO



READY HO
LIFELINE



FEMALE
READY HO



READY HO
DEBATE COMPETITION



READY HO
2021 AWARDS



READY HO
CYBER CRIME AWARENESS



READY HO
STARTUP



READY HO
CLASSROOM



SOCIAL MEDIA
READY HO

EVENTS & ENGAGEMENTS

FM TADKA UNLOCK HAPPINESS



Objective of this contest is to give people the unlock that they were willing for. To bring back the lost joy and fun of the festive season.

FM Tadka's unlock wheel was an initiative to spread happiness among the people in the best way possible.

Audio wheel was played on air with lots of services, products attached that can provide happiness. Participants have spun the wheel and chose their own happiness on-air. Same were delivered to them during the festival time.

EVENTS & ENGAGEMENTS

Fm Tadka Unlock Happiness



ON-GROUND ACTIVATION



एफएम तड़का ने डब्ल्यूटीपी में लोगों के साथ केक काटकर मनाया बर्थडे

Mr. Mannki के साथ लिसनर्स का सेलिब्रेशन

Mr. Mannki से मिलकर उत्साहित हो उठे शहरवासी, बच्चों ने खींची सेल्फी

पलिका **PLUS** विशेष

[illegible]

भौलाजी के लिए जलजल कारनामा था। कार्यक्रम के दौरान एकान्त तपस्या के अलावे चण्ड, विष, अभिन और खाने

संघ पर चढ़ते और लोगों को अपनी राहचर बताई। आगे की अपने बीच बाका लोग सभी उपस्थित नए आए।



13 साल का हुआ
FM TADKA

इस बात का मतलब था कि यी रिप 15 अगस्त को एयरपोर्ट पर होगा। मैं 13:00 बजे ही था। एयरपोर्ट टाकसी की पार्किंग फुल 15 अगस्त 2006 में। मुझकी यी थी। (कबरे थे 13 घंटे) मैं से ठेके की बात था। इस ठेके पर एयरपोर्ट का ऑडिटरियाल डिपार्टमेंट यी लॉन्ग टर्म रिप 15। यह एयरपोर्ट टाकसी का नाम डिपार्टमेंट यी लॉन्ग यी से बसती रिप डिपार्टमेंट यी के डिपार्टमेंट यी ऑडिटरियाल लॉन्ग यी हुआ बसता हुआ रिप 15। यी जयम रिप 15 अंश रिप 15 बसता यी रिप 15। बस यी एयरपोर्ट टाकसी के यी-रिप के बारे में यी बसता था। इसकी 16 Mannack के बीच में यी-रिप लॉन्ग लॉन्ग डिपार्टमेंट यी रिप 15



Opportunities Beyond FCT



RJ MENTION
TIME CHECK
OUTSIDE BROADCAST
CONTEST
STUDIO SHIFT
SONG TAG
SHOW / SEGMENT
SPARKLERS / FILLERS
TRAFFIC UPDATES
WEATHER UPDATES
MARKET UPDATES
SCORE UPDATES
SPONSORED INTERVIEWS
CLIENT SPECIFIC ACTIVITY





Proud multi state leadership



BAREILLY, GORAKHPUR, JHANSI



BILASPUR

AGRA



JAIPUR



ALIGARH



UDAIPUR, KOTA, BIKANER,
JAMMU, SRINAGAR, RAIPUR



MUZAFFARPUR



JALGAON

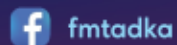


SOLAPUR



AJMER, PRAYAGRAJ

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Brands who advertised with FM Tadka





Thank You