

city  
101.6

ARN

DESI BY  
NATURE

# Introduction

City 1016 is the UAE's number 1 Bollywood music station. Its the only Hindi Radio Station that plays you 40 min. Non-stop Music, with a brand legacy of 23 years of entertaining people in the UAE. Based in Dubai, City 1016 is very proud of its Desi roots and local connect.

The presenters have vibrant and relatable personalities and welcome expats to their new home, in true Desi Style. The Number one choice for families in Dubai with the most young adults and their 45+ parents tuning in to listen to the best music South Asian/Desi artists have to offer. It also lavishes its listeners with fantastic prizes, cash and "money can't buy experiences".

The station hosts the biggest Bollywood celebrities, Movie premieres and concerts. When stars come to city, they come to CITY 1016.



# Shows



## BREAKFAST NUMBER 1

WITH MARIYAM, VARUN  
& AISHWARYA

Weekdays 6am - 10am

3 super fun RJs, 3 generations and 3 perspectives. Varun, our dad of two lovely daughters talks all things tech. His infectious raps will leave you humming for hours. Mariyam, our social media superstar with millions of views on her unique mashups brings the right notes, quite literally to the breakfast madness. And Aishwarya, our Gen Z presenter is all things young and fresh- REPRESENT as her generation says!!



## THE 5 TO 9 SHOW

WITH PARIKSHIT

Weekdays 10am - 1pm

If long days at work lead to longer evenings, then sit back and surrender to the most infectious energy of our human Red Bull- Parikshit. His contagious laugh, his inappropriate jokes, his mad therapy sessions are the best stress busters. Plus, the 5 to 9 show is the only evening drive show that plays 40 minutes non stop music.



## BAJAU KYA! WITH TARUN

Weekdays 1pm - 5pm

When the office meetings don't seem to end and the food takes longer to deliver, when hunger strikes more than you expect, our Tarun and his soothing voices calms you down. He has only two words for you- Bajau Kya (play what?) As he plugs all your favorite tunes on the city's biggest afternoon request show. Plus his Dad Talks podcast gives a unique perspective to all the parents in town.



## CHILL TONIGHT WITH LOKESH

Weekdays 9pm - 12am

The only love show in town that explores the complexities of dating and relationships! Our in house thinker, philosopher, Lokesh brings fun, engaging topics in Loki's Hot Take and even connects single people on Match or Pass! Plus Lokesh decodes the lyrics of some of the most iconic love songs.

# Insights - Radio

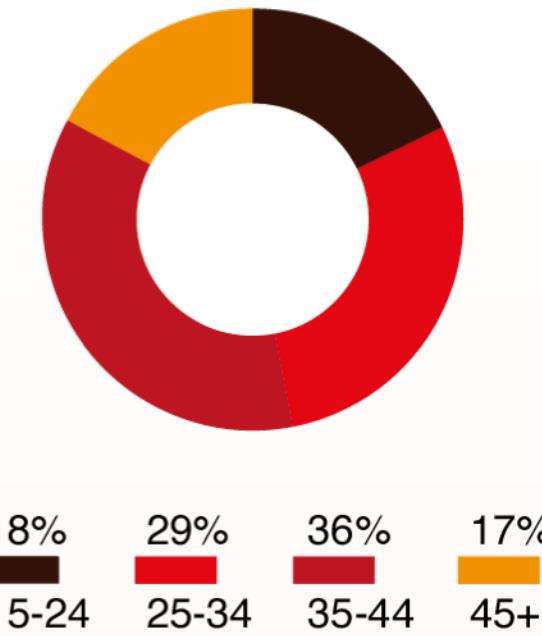
**Dubai's #1  
Hindi radio station  
for families**

**\*DAILY REACH  
2,001,031**

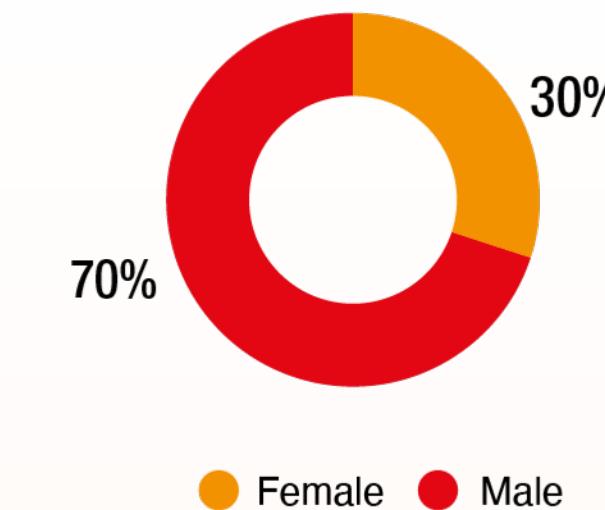
**\*TIME SPENT LISTENING  
76 Min Daily**

**TARGETING  
25-50 year olds**

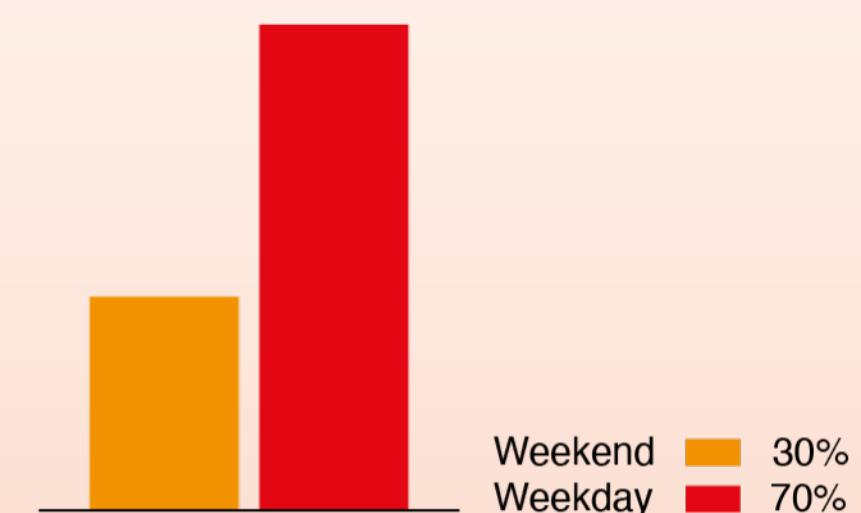
**\*AGE**



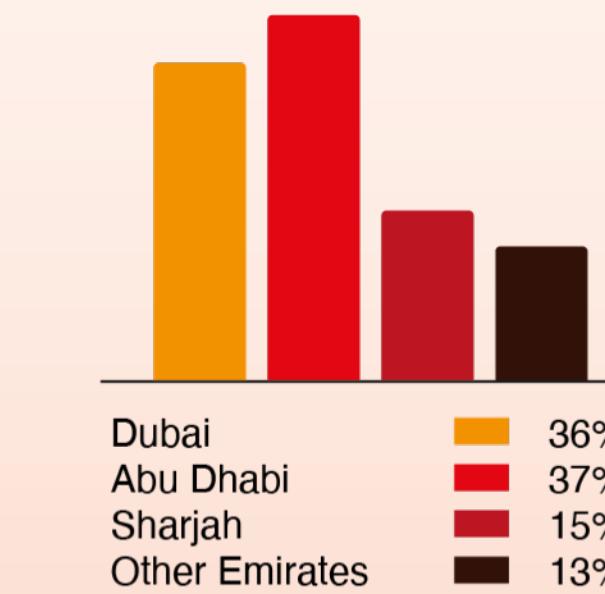
**\*GENDER**



**\*DAY OF WEEK LISTENERSHIP**



**\*REGIONS**



# Insights - Social Media

## MONTHLY AVG INSTA IMPRESSIONS - 10.5M

Case Study No. 1



Campaign/Client  
Coke Studios

Case Study No. 2



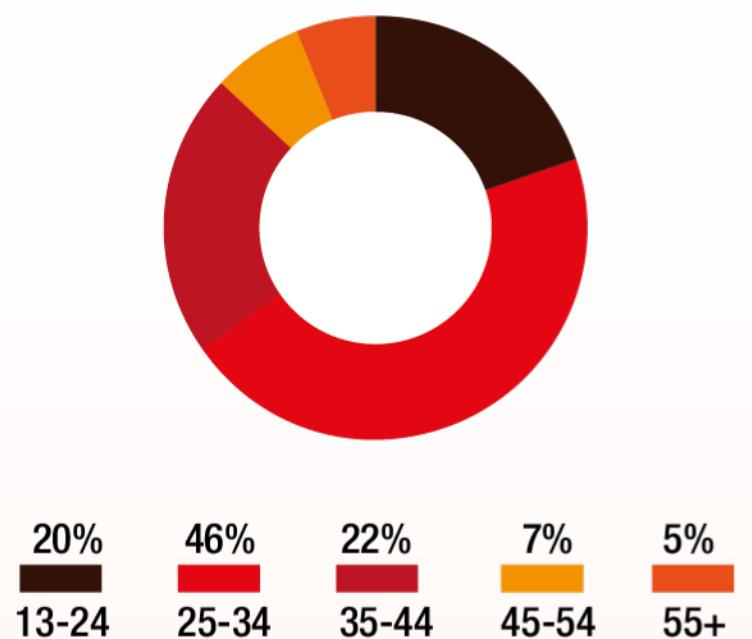
Client : Flormar

Case Study No. 3

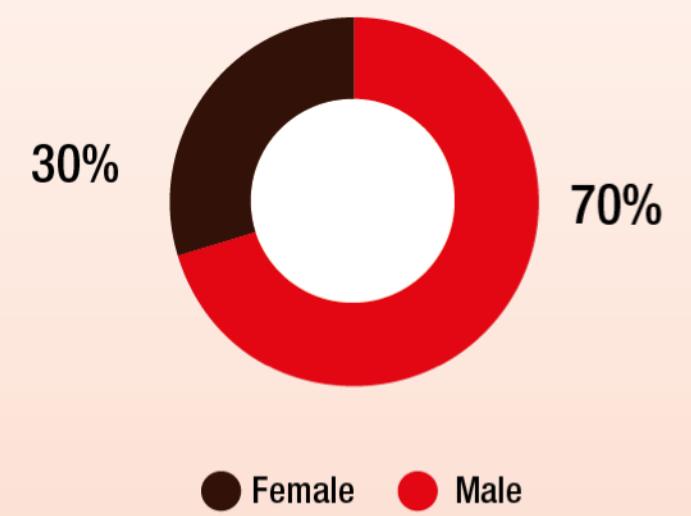


Campaign/Client  
Dubai Gold Souq

\*AGE



\*GENDER



SOCIAL MEDIA FOLLOWERS - 928,500

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