

RADIO MIRCHI CASE STUDY

Presented by PGP Group 4

Submitted to-

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It's hot!

Brand Building of Radio Mirchi by Entertainment Network India Ltd.



Goal

- Youth Brand (major chunk)
- Premium & Aspirational Image
- Emotional Connect
(pride by consumer)
- Strong Recall (Sunshine Channel)



Research

- Three Types:
- Music Scale (Hindi, Punjabi, Bengali)
- TV Analysis (TRP-based)
- Club Survey (90-minute consumer survey)



Plan

- Listener-Friendly Approach
- Mass Language Target (Hindi)
- English Touch for Non-Hindi (by top
(by top management)



Strategy

- Bollywood Core (AABS)
- Celebrity Tie-ups (Filmfare magazine through BCCL)
- Cross-Media Push (Times Group platforms)



Promotions

- On-Air & Off-Air (Mirchi Job Fest, Mirchi Exposure, Mirchi Consumex)
- Bollywood Launches
- Music Awards (Mirchi Kaan)
- On-Ground Events (Radio Workz)

1. Market Analysis Kolkata FM Market Situation

Fragmented FM Market

Listeners were scattered across small local stations like Amar FM and Power FM, leaving no single dominant leader

Mixed Languages: Bengali, Hindi, English

Audiences had grown emotionally attached to familiar RJs and formats, making them resistant to shifting to a new station.

High Loyalty to Old Players

Listeners tuned in based on comfort - Bengali for cultural connect, Hindi for mass hits, and English for urban youth flair."

Low Radio Ad Share (~4%)

Most advertisers were already locked with Red FM or local AMSI stations, forcing new entrants to fight for a small advertising pie

Price Pressure on Ad Rates

Radio was still seen as a low-priority medium by brands, so even strong listenership didn't guarantee quick revenue

2. Key Competitors

AMSI - Power FM :

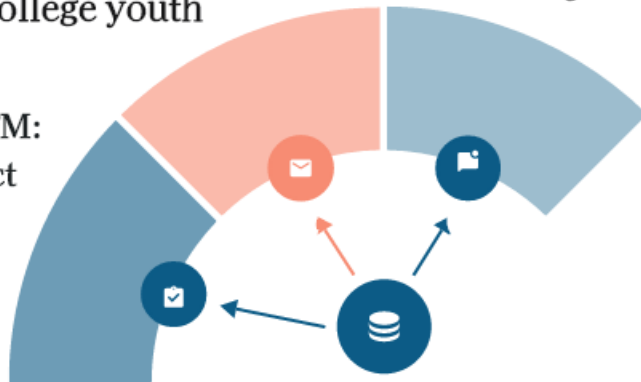
- Low-Cost Promos
- hindi + English for urban college youth

Red FM :

- National Brand,
- Edgy Tone
- RJ-led shows

AMSI - Amar FM:

- Local Connect
- Bengali Base



3. Barriers to Entry

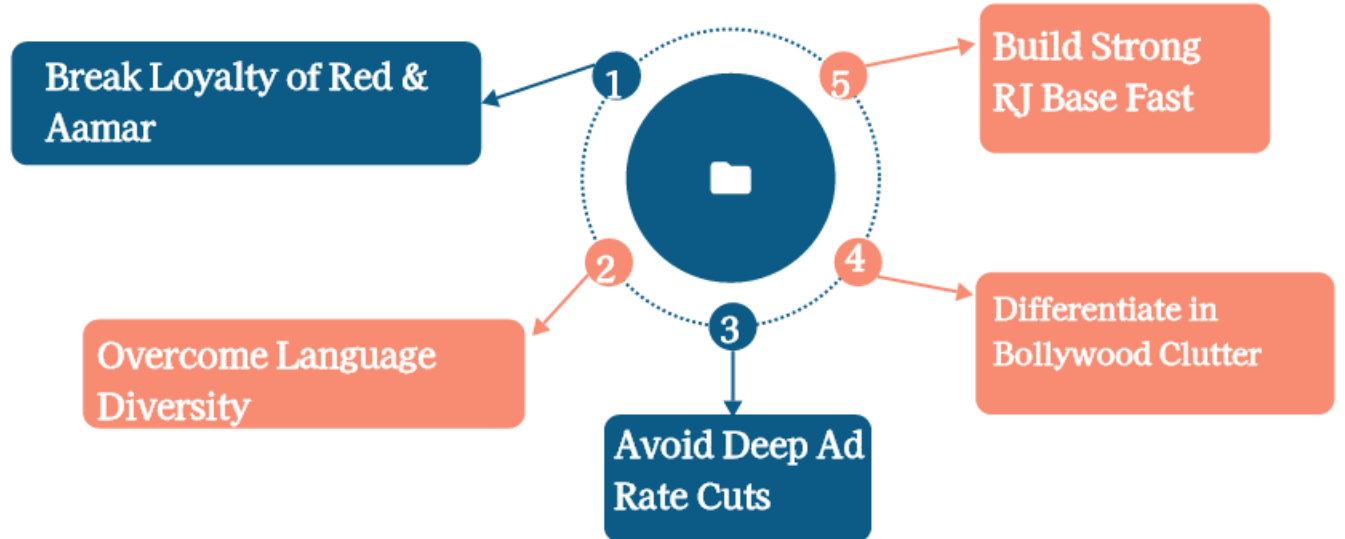
Break Loyalty of Red & Amar

Overcome Language Diversity

Avoid Deep Ad Rate Cuts

Build Strong RJ Base Fast

Differentiate in Bollywood Clutter



Radio Mirchi Kolkata –Segment & Target Analysis

Strategic Importance: Kolkata is among India’s top 4 media markets — success here is critical for Mirchi’s national leadership.

Audience Split:

45% Youth (15–34 years) – attractive to advertisers
30% Above 45 years – sizeable, but less aspirational
SEC A+B = 34% (premium), SEC C+D = 66% (mass)

Language Divide:

71% Bengali (cultural pride, mass reach)
26% Hindi (Bollywood-driven, advertiser appeal)

Music Preference Dilemma:

Research → Retro Hindi & Bengali songs, Rabindra Sangeet
Management → Contemporary Hindi (CHR), Bollywood tie-ins

Strategic Trade-off:

Youth + Hindi + CHR: Aspirational, premium, advertiser-friendly
Broader Mix + Bengali/Retro: Wider reach, but risks diluting brand image

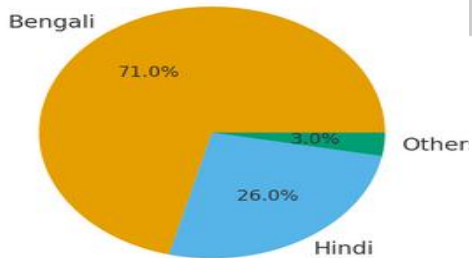
Market Segment Options (Exhibit 12 & 13)

- Premium (SEC A, 25–44 yrs)
- Mass Premium – Youth (SEC AB, 15–24 yrs)
- Mass Premium – Adult/Family (SEC AB, 15–34 yrs)
- Mass (SEC ABC, 15–45 yrs)

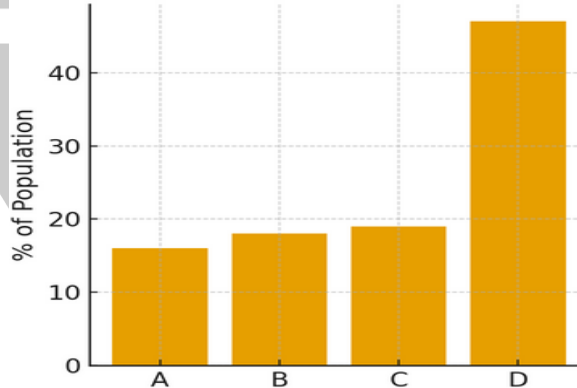
Core Question: Should Mirchi follow **consumer research (mass-retro)** or **brand intuition (youth-CHR)**?

Opinion- Radio Mirchi should follow **brand intuition** by targeting youth with **Hindi + CHR music**. This ensures advertiser appeal, brand consistency across metros, and aspirational positioning, even if retro/Bengali offers short-term reach but lacks long-term revenue potential.

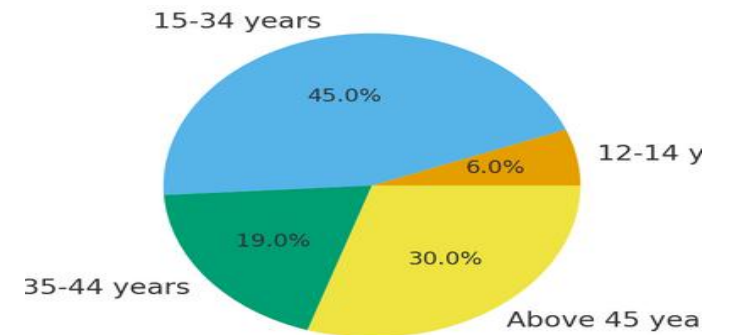
Language Distribution (Mother Tongue)



Socio-Economic Class Distribution



Age Distribution in Kolkata



Radio Mirchi Kolkata: Your Bollywood Companion

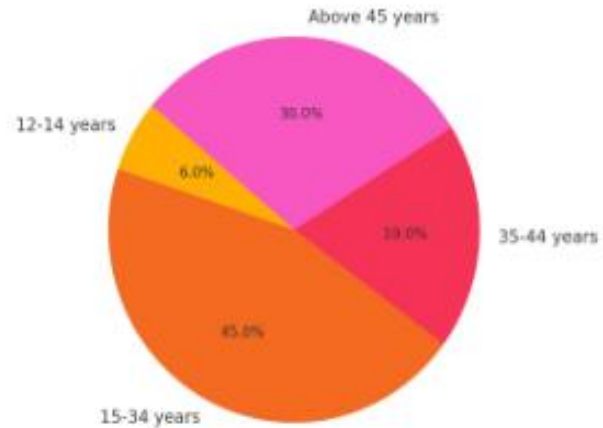
Aapka Apna Bollywood Station

Radio Mirchi Kolkata isn't just another FM station—it's the beating heart of Bollywood entertainment in the City of Joy. We've crafted a unique proposition, that blends the warmth of Bengali culture with the glamour of Hindi cinema, creating an irresistible audio experience for Kolkata's vibrant youth.

Our station operates on a simple yet powerful philosophy: deliver premium entertainment that feels accessible, aspirational content that remains relatable, and Bollywood magic that speaks the language of every Kolkata household. From the bustling streets of Park Street to the cultural corridors of Rabindra Sarani, we're the soundtrack to young Kolkata's daily life.



Kolkata Population by Age Group



Vernacular Appeal

Mass-based content with premium packaging in Hindi, infused with Regional Bengal warmth our RJ's seamlessly blend colloquial Bengali Expression with Hindi entertainment: Creating an authentic local flavor that resonate with Kolkata's unique cultural identity.

Bollywood-Centric Entertainment

Exclusive film music premieres, celebrity tie-ups, and promotional campaigns that make listeners feel like VIP guests at every Bollywood event. From chart-toppers to hidden gems, we curate the complete Bollywood experience.

Youth-Centric & Aspirational

Vibrant, fun, and premium content targeting the 15–34 age group that represents 45% of Kolkata's population. We speak their language, understand their dreams, and soundtrack their journey from college corridors to corporate boardrooms.

Engaging RJ Connect

Our RJs aren't just voices—they're the friendly neighborhood celebrities who remember your birthday, celebrate your achievements, and become part of your daily routine. They build genuine emotional bonds that transform casual listeners into loyal family members.

45% Youth Power

Population aged 15–34 years in Kolkata, representing our core target audience who drive music consumption and brand preferences

Premium yet Inclusive

The Sunshine channel image where every listener feels like a winner. We maintain high production values and exclusive content while ensuring our programming remains accessible and relatable to SEC C & D audiences who form 66% of our target demographic.

66% Mass Premium

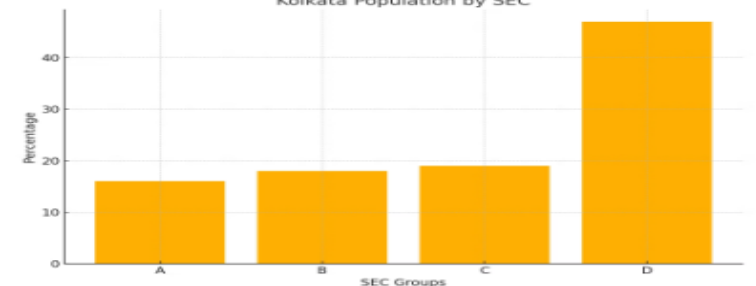
SEC C & D demographic that appreciates quality content while seeking value-driven entertainment experiences

Continuous Freshness

Innovation drives our content strategy through dynamic playlists, live star interactions, surprise celebrity calls, and creative campaigns that keep our audience guessing what's next. Every show brings something new to the table.

Radio Mirchi Kolkata represents more than entertainment—we're the cultural bridge connecting Bollywood's dreams with Bengal's heart, creating a unique audio experience that celebrates both tradition and aspiration in equal measure."

Kolkata Population by SEC



Radio Mirchi – Product Design (Kolkata Market)

Key Insights:

Bilingual Market: Bengali (71%, strong cultural pride) vs. Hindi (26%, advertiser-backed, Bollywood appeal).

Advertiser Bias: Marwari community controls ad spend → preference for Hindi.

Audience Demographics: 15–34 yrs = 45% (youth target); 45+ yrs = 30% (retro lovers).

Print Readership: 72% Bengali newspapers → cultural pride still dominant.

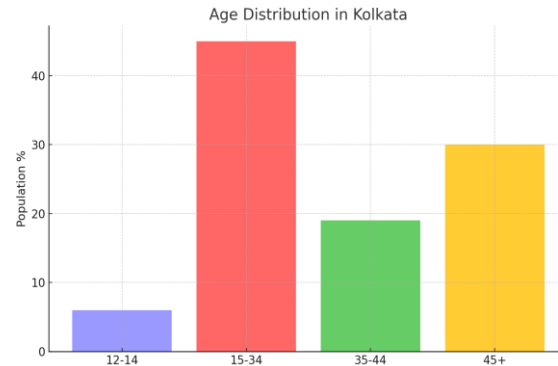
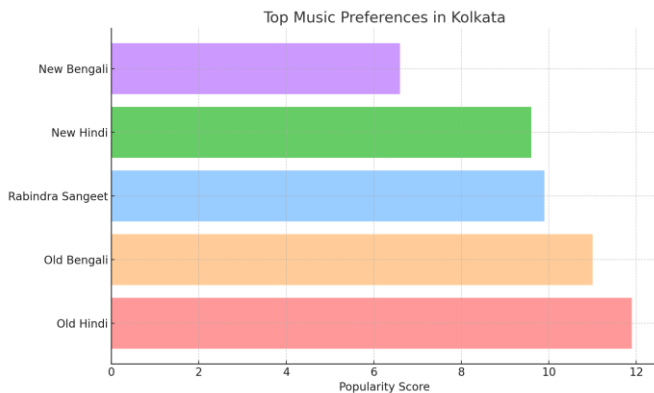
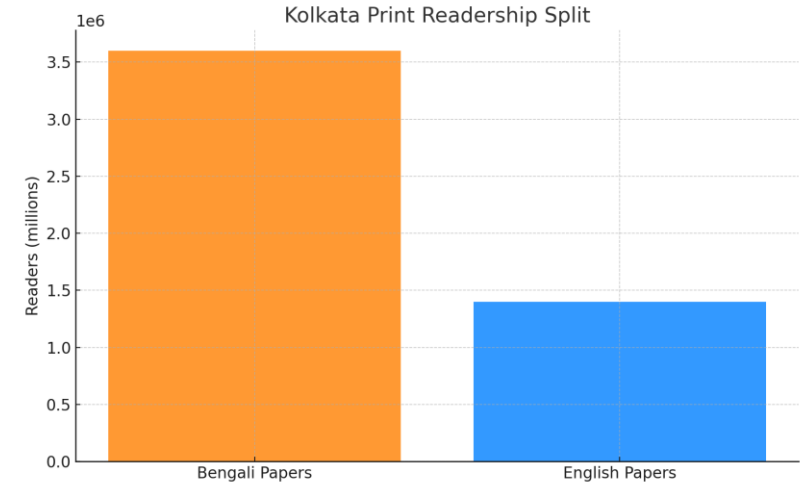
Music Preferences: Retro (Old Hindi/Bengali, Rabindra Sangeet) popular but skews older; CHR (Contemporary Hindi) = youth-driven, advertiser-friendly.

Competitor Positioning:

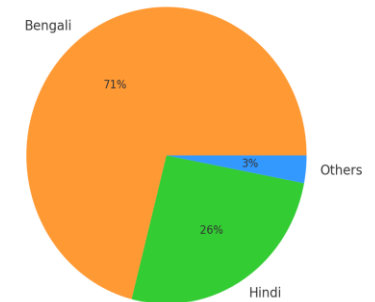
- Aamar FM → Bengali Retro,
- Power FM → Hindi-English CHR,
- Red FM → Hindi CHR.

Strategic Dilemma: Mass popularity (Bengali + Retro) vs. Advertiser pull (Hindi + CHR).

Way Forward: Adopt Hindi-dominant CHR, but blend selective Bengali retro slots to balance cultural pride and advertiser needs.



Mother Tongue Distribution in Kolkata





THANK YOU

MIRCHI

It's hot!

FM RADIO

DIGITAL

LIVE