

[NATIONAL](#) » [OTHER STATES](#)

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Vividh Bharati now available on FM

- [Staff Correspondent](#)

The popular Vividh Bharati service of the All India Radio will now be available in the FM format, providing listeners within the National Capital Region with clear, high quality reception.

On Tuesday, Union Minister for Information and Broadcasting Arun Jaitley launched the service, hitherto available on Medium Wave. The service would enable listeners to access rich content across the AIR range from their mobile phones, car stereos and the Internet, Mr. Jaitley said.

A dedicated 10-KW transmitter installed for the service would cover 60 km around Delhi. Vividh Bharati on FM will be available in Delhi on 100.1 Mhz, besides on 1368 kHz MW. Minister of State for Information and Broadcasting Rajyavardhan Rathore, Information and Broadcasting Secretary Bimal Julka and Prasar Bharati CEO Jawhar Sircar and AIR DG Fayyaz Sheheryar were also present.

Since it started broadcast in 1957, Vividh Bharati had left a “deep imprint on the minds of the listeners” with massively popular programs, Mr. Jaitley said, referring to Bhule Bisre Geet, Hawa Mahal, Jaimala for the Army personnel, Sangeet Sarita and Youth Express.

Listeners can now access content across the AIR range from their cell phones, car stereos and the Internet

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