

AR Rahman, Vijay, Atlee, Keerthi Suresh amongst the winners of Radio City Cine Awards Tamil Season 2

Kollywood fans crown their favourite stars with a whopping 1.2 Cr votes

Chennai, 13th August 2018: Radio City, India's leading radio network enthralled Kollywood fans by applauding the winners of the much awaited Season 2 of **Radio City Cine Awards Tamil**. After a phenomenal response for the debut season with a staggering 70 lakh approx. votes, the second season once again exceeded expectations and garnered 1.2 crore votes.

Radio City Cine Awards Tamil is one of its kind people's choice award that empowers listeners to applaud efforts of the artists and technicians for their outstanding contribution to the Tamil film industry. This season of Radio City Cine awards garnered a whopping 1 crore plus votes. The winners were announced and some of the noteworthy names from the kollywood industry were awarded .A.R. Rahman won the Best Playback Singer Male and Best Music Director, Atlee won the Best Director, Shaktishree Gopalan won the Best Playback Singer Female, Vijay won the Best Hero among many others. As a build up to the second season. Radio City sparked the on-ground excitement and urged fans to participate with Radio City branded vehicles at multiple touch points across Chennai, Coimbatore and Madurai. Partaking fans also received an exclusive opportunity to interact with their favourite Radio City RJs.

Abraham Thomas, CEO, Radio City said *"Radio City Cine Awards is by far one of the most loved and celebrated people choice awards in the country and the overwhelming response that we have received in the last 2 years validates the same .We share a special bond with the Kollywood industry and this felicitation is our way of reciprocating the love and support that they bestow upon us. We feel a sense of gratification knowing we can bridge the gap between passionate fans and their industry favourites. It is definitely moment of pride to witness the property scale up by 70% in its second season, garnering a whopping 1.2 crore plus votes across all categories. We thank our fans for their ever-green support and extend our heartiest congratulations to the winners."*

Director Atlee on his victory at Radio City Cine Awards Tamil Season 2 said, *"Thank you for this award because Mersal is very special to me. General public are the net result even beyond the critics and reviewers, since they are the deciders of a success of the film. The proof that mersal was received widely is shown in this award since this was voted by the general public and audience. I didn't know how this award ceremony was going to be. But the entry into your office felt like, a celebration in the family of old Tamil ways. The respect, the appreciation, the crackers, the thaara thapatta music, the garland, the turban on my head, all of this felt so connected with our tradition and culture. Whatever you update in this in coming years, never update this particular tradition. I don't know if I will ever receive Oscar or national awards, but this award, this place gave me such a high and I'm going to make sure that my next film also will be a block buster so I can again get to feel this celebration of City Cine Awards and get this award again. Thank you Radio City"*

Actress Keerthi Suresh on her victory Radio City Cine Awards Tamil Season 2 said, *"The first time you started this City Cine Awards I received the award for the favourite heroine category. I feel really happy to receive this for the second time. It's such a nostalgic memory, me walking down the same red carpet as last time. Even yesterday when I glanced at my award shelf I was filled with joy, your award is one of my*

most favourite awards among the lot, and getting it for the second time feels amazing. Since unlike other awards, this is voted for, by the general public, it feels genuine and deserving to receive this. Thank you Radio City.”

Radio City Cine Awards has been a path breaking initiative that has strengthened connect between Radio City listeners and their favourite regional stars. The second season of Radio City Cine Awards Tamil concluded in the last week of July, where the people of Chennai, Madurai and Coimbatore casted votes to support their favourite celebrities under various categories. These include Favourite Hero, Favourite Heroine, Favourite Movie Director, Favourite Movie, Favourite Music Director, Favourite Playback Singer Male, Favourite Playback Singer Female, Favourite Comedian, Favourite Supporting Actor, Favourite Supporting Actress, Best Debutant Artist and Lifetime Achievement Award. Public voting for Radio City Cine Awards Tamil Season 2 was open on the City Cine Awards microsite, through SMS, ballot boxes, Facebook, Twitter and WhatsApp. The finale of Radio City Cine Awards Season 2 will be aired on 14th August 2018 in the evening show from 06pm-09PM and repeat on Saturday 18th August 2018 from 06pm-09PM. The grand finale video will be covered on 14th August 7pm LIVE on Radio City’s Facebook page

Below is the complete list of winners:

CATEGORY	WINNER
FAVOURITE HERO	Vijay
FAVOURITE HEROINE	Keerthy Suresh
FAVOURITE MOVIE DIRECTOR	Atlee
FAVOURITE MOVIE	Mersal
FAVOURITE MUSIC DIRECTOR	A.R Rahman
FAVOURITE PLAYBACK SINGER MALE	A.R Rahman
FAVOURITE PLAYBACK SINGER FEMALE	Shaktishree Gopalan
FAVOURITE COMEDIAN	Yogi Babu
FAVOURITE SUPPORTING ACTOR	S J Suryah
FAVOURITE SUPPORTING ACTRESS	Ramya Krishnan
BEST DEBUTANT ARTIST	Hip Hop Tamiza Adhi
FAVOURITE LYRICIST	Vivek

About Radio City 91.1FM:

Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakashan Ltd. Radio City was the first FM radio broadcaster in India and brings with it over 17 years of expertise in the radio industry. Amongst the private radio stations, Radio City has consistently been the number one radio station in Bengaluru and Mumbai with 24.17% and 17.10% average listenership share respectively. (Source: TAM Data – Radio Audio Measurement, Markets: Mumbai and Bangalore TG: 12+ Day-part: Mon-Sun 12:00 AM-12:00 AM, Place: All; Period: from December 30, 2012 to January 21, 2017) and as on March 31, 2017, Radio City reached out to over 67 million listeners in 34 cities covered by AZ Research (Source: AZ Research Report).

Music Broadcast Limited currently has 39 stations, including 11 newly acquired stations in Phase III auctions. Radio City in its third phase expands to Kanpur Ajmer, Kota, Bikaner, Udaipur, Patiala, Patna, Jamshedpur, Nasik, Kolhapur and Madurai.

Radio City has spearheaded the evolution of FM radio programming by offering content that is unique and path-breaking. The network introduced humour and the concept of agony aunt on radio with Baber Sher and Love Guru respectively. It also initiated the Radio City Freedom Awards and provided a launch pad to budding singers with Radio City Super Singer, the first-of-its-kind radio talent show in India. Through its 'Rag Mein Daude City' philosophy, the network has adopted a local approach that resonates with the listeners while inculcating a sense of city pride and infusing local culture and flavour on-air. The network provides terrestrial programming along with 52 other web-stations, through its digital interface, www.radiocity.in.

Radio City has been featured consistently in 'India's Best Companies to Work For' study conducted by Great Place to Work Institute. The network has repeatedly been called out as amongst the best in the media industry. In 2018, the company was included in the list for the 7th time, according to the GPTW survey in 2018, Radio City ranks 8th amongst the 100 Best Companies to work for in the Media and Entertainment Industry as well as the best career management

For further details, log on to www.radiocity.in