



FM Bole Toh Radio City

Radio City delivers a stellar performance!

~The network walks away with several honors at the IRF 2015, Golden Mikes 2015 and the ACEF~

Mumbai, 18th May 2015: With out of the box innovations and ideas forming the crux of all the programming initiatives, Radio City 91.1 FM has bagged various accolades at different award shows! With multiple awards at the **India Radio Forum (IRF) 2015, Golden Mikes 2015, and Asian Customer Engagement Forum and Awards (ACEF) 2015**, Radio City has stood out amongst the various players vying for the honors!

At the recently concluded **India Radio Forum 2015**, Radio City walked away with **7 awards!** **RJ Ginnie** and **RJ Pradeepa**, of Radio City 91.1 FM were crowned as the **RJ's of the Year in Hindi and Kannada** respectively. The award for **Excellence in New Media Initiative** was conferred upon **PlanetRadiocity.com's Slappies 2014!** The other awards won by Radio City included, the **Best Radio Promo (In-House) - Marathi and Tamil** for **Ganpati Guards** and **Radio City Blue Carpet** respectively. Radio City's **City Mathu** bagged the **Best Radio Program (Kannada)** while **RJ Shiv** took home the **Best Breakfast Program (Telugu)**.

The victory run for Radio City 91.1 FM began at the **Golden Mikes** that were held earlier this year. Golden Mikes celebrate the best in business of radio advertising on stations across India. Radio City won a total of **7 awards** across the different categories, viz. **Effectiveness, Creativity, Promotion and Innovation**. In the **Effectiveness** category the '**Best use of radio for a launch**' was handed to **Radio City India's Rawstar** and **City First Loyalty Program**. The **Khud Kishore Kumar** activity was named as the '**Best Campaign**' in terms of **Creativity**. Recognizing the **best promotions** done by a radio station, the **Ganpati Guards** and the **Radio City Super Singer** activities were declared winners for **on-air promotions** and **on-ground promotions** respectively. Radio City is known to be a leader in radio innovations and with the **Khud Kishore Kumar** and **City First Loyalty program** taking the honors in the **Innovations** category, it was proved all the more!

Rounding off the winning spree, Radio City made itself heard by walking away with 2 awards at the **Asian Customer Engagement Forum & Awards 2015**. The network struck **Gold** with their '**Best use of celebrity endorsement**' and the '**Innovative loyalty program**'.

Commenting on the outstanding performance of Radio City 91.1 FM, **Mr. Ashit Kukian, President & COO, Radio City 91.1 FM**, said, *“The start to this year has been fantastic! With recognitions flowing from all directions, we are glad that our efforts in innovation and constant upping the bench mark has been appreciated. These awards are a testament to our dedication to excellence & providing solutions that drive business values & results.”*

Stay tuned to Radio City 91.1 FM as innovations are coming your way!
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