

Radio City Announced as ‘Radio Station of the Year’ at Golden Mikes Awards, Bags 46 Prestigious Awards and counting this Season

Radio City Graces the Throne with the ‘Radio Station of the year’ award at the Golden Mikes Awards, Bags 46 Prestigious Awards and counting this Season

Radio City Mumbai’s popular breakfast show hosts RJ Salil and RJ Archana win ‘RJ Jodi of the Year’ award and RJ Rashi two years in a row bags ‘RJ of the Year (non-metro)’ at ACEF Award 2019

Mumbai, 26th April, 2019: With 17 years of excellence, Radio City, India’s leading radio network, once again proved its mettle of being the most influential radio network by bagging the **‘Radio Station of the Year’** award at the **Golden Mikes Awards 2019**. Radio City Mumbai’s popular breakfast show ‘Kasa Kai Mumbai’ hosts **RJ Salil and RJ Archana** won the **‘RJ Jodi of the Year’** Award, whereas for the second time consecutively, **RJ Rashi** was announced as **‘Radio Jockey of the Year (Non-metro)’** at the ACEF Awards 2019. To add to its glory, Radio City won a total of 46 awards and counting at various industry platforms, 25 awards at Golden Mikes, 16 awards at ACEF, 3 awards at Goa fest, 1 award at Vide Awards and 6th rank by Great Place to Work® among Best Large Workplaces in Asia, 2019.

Over the years, Radio City has consistently raised the bar of innovation with path breaking campaigns in radio programming. Keeping up the winning spirit, Radio City’s social awareness initiatives like **‘Mera Ghaata’** led by **RJ Ginnie**, **‘Kar Mumbaikar’** led by **RJ Salil and RJ Archana**, **Ek Kapda Abhiyaan**, **Padyatra**, **City Ka Flower pot**, **Heroes of Hyderabad**, etc. were recognised amongst the most coveted campaigns of the year. These awards are a strong testimony to Radio City’s prowess over the years in areas like creativity, influence and leadership.

Joining in the celebratory spirit, Mr. Ashit Kukian, CEO, Radio City, said, “It brings us immense pleasure to receive these laurels at the most prestigious industry platforms that recognize unique ideas and initiatives across radio, advertising and marketing sectors. These awards are a reaffirmation to the love and trust that our listeners and advertisers have bestowed on us for years. Radio City has always been at the forefront of driving innovation, and bagging these awards will only push us further to disrupt the industry and continue to be the pioneers of creativity.”

The Golden Mikes, one of India’s biggest radio advertising awards, Radio City took home the metals in categories such as **‘Best Innovation on Radio’** for its Independence Day Animals campaign, **‘Most Unique Programming Concept/Idea’** for the Breastmilk Donation campaign, and **‘Best Public Service Initiative by a Broadcaster’** for the ‘Missing Chhaya’ campaign, to name a few. Radio City bagged a special Jury Choice Award in the Best Innovation on Radio category for Radio City Independence Day Animals Promo.

At the ACEF Awards, Radio City clinched awards for **‘Effective Use of Customer Feedback’** for its Heroes of Hyderabad campaign, **‘Successful Use of CSR Activity’** for ‘Ek Kapda Abhiyan campaign’ and **‘Effective use of Market Research’** for Safal - Milwat Se Jung campaign.

The brand film by Radio City, titled '**Mumbai Train**' garnered immense appreciation and at the Goa Fest 2019. Radio City's Kar Mumbaikar campaign also received an award for 'Best Video Content in Digital Campaign For a Cause' at the Videa Awards.

The award season has just begun and Radio City is reigning the throne already. With these awards to its name and many more, Radio City continues its legacy of being the driver of change and innovation in the industry.

Radio City

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: RAM 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 Radio 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 2019, Radio City ranked 6th in 'Best Large Workplaces in Asia', according to the GPTW survey 2019. 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.