

Radio City Cine Awards 2017- Telugu Launched by Leading Stars of Tollywood - Ram Pothineni, Lavanya Tripathi, Anupama Parameswaran and Kishore Tirumala

Hyderabadis to Witness a New Zing of Entertainment with Radio City Cine Awards Telugu

Hyderabad, 07th October 2017: Radio City 91.1FM, India's leading radio network, in yet another pioneering move, today announced - Radio City Cine Awards Telugu 2017, to applaud the exceptional artistes and technicians of the Tollywood film fraternity. Radio City Cine Awards Telugu, will provide transparent access to listeners to cast their vote and support their favourite superstars of the Telugu film industry.

The grand event was graced by leading stars of Tollywood film industry - Ram Pothineni, Lavanya Tripathi and Anupama Parameswaran and Kishore Tirumala. The glittering launch event held at Inorbit Mall, Hyderabad was hosted by Radio City RJs- RJ Shiv and RJ Potugaadu.

At launch of this one of a kind initiative, Mr. Abraham Thomas, CEO, Radio City said, "City Cine Awards are a testament to the passion that the fans have shown towards the Telugu film industry. Very few award platforms aim to empower the consumer and recognize talent based on public opinion. We are certain that Radio City Cine Awards Telugu will not only be a platform for our listeners and the audience to choose their favourite artistes, but will also be a catalyst between Tollywood stars and their fans."

He further added "We extend our best wishes to all the artists and technicians who have made 2017 an entertaining year for Hyderabadis and look forward to felicitating them at the grand finale."

Commenting on the launch of the Radio City Cine Awards, Ram Pothineni said "The Tollywood film industry has a very close connect with the people of Hyderabad. Radio City's effort to empower fans by providing them with a transparent platform to select their favorite artist is truly commendable. The awards are a great step towards recognizing the artistes and technicians who have worked hard throughout the year to entertain their beloved fans. Also with 'Vunnadhi Okate Zindagi' which is up for release on 27th of October we have released a peppy number called 'What Amma' which I'm very sure will be the next Crazy Song of 2017" & will add to Radio City Cine Awards"

Through this one of a kind initiative Radio City Cine Awards Telugu aims to strengthen the connect between the listeners and their favourite celebrities. Nominees and winners will be determined based on public voting which will be available via traditional mediums on-air, SMS, and new-age mediums Facebook, Twitter, WhatsApp. The unique selection process will allow listeners from the City ke kone-kone Se to vote for their favourite stars.

The favourite celebrities will be nominated under 12 different categories like Best Hero, Best Heroine, Best Music Director, Best Director, Best Singer – Male, Best Singer – Female, Best Song, Best Lyricist, Best Film, Best Villain, Best Comedian and Best Dialogue for all movies released between 6th Oct 2016 and 7th Oct 2017. The voting for public will be open from today across platforms like SMS, new-age mediums Facebook, Twitter, WhatsApp. This will culminate into a grand award night on-air where the winners will be announced and felicitated. Listeners from Hyderabad can vote through WhatsApp by sending a message on the number- **7715911911** & cast their votes directly on the website: www.radiocity.in

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 15 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 52.5 million listeners in 23 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 Babber 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 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 flavor on-air. The network provides terrestrial programming along with 46 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 2017, the company was included in the list for the 6th time.

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