



## **Radio City brings back the Indie Revolution with ‘Radio City Freedom Awards 5.0’**

**Jockey presents Radio City Freedom Awards 5.0’ Driven by Skoda, Marches Strong Post The Unparalleled Success In The Previous Editions**

**Mumbai, 09<sup>th</sup> February 2018:** Radio City, India’s leading radio network has geared up to entertain music enthusiasts with the launch of the 5<sup>th</sup> edition of country’s definitive independent music awards, **Jockey presents Radio City Freedom Awards 5.0’ driven by Skoda**. Successfully into its fifth edition, RCFA strives to search and reward India’s greatest independent bands across various genres and languages. Radio City Freedom Awards this year is all set to take a tour across the country with 13 live gigs in 10 languages across 8 cities.

Radio City Freedom Awards 5.0 kick started with the first gig in **Chennai on 08<sup>th</sup> February** with performances by **‘Oorka’ and ‘LIVE Banned’ at the Bay 146**. The live show witnessed phenomenal participation from music enthusiasts in Chennai especially from the independent music community. This gig will be followed by scintillating performances by renowned Indie bands in 8 cities. The grand finale and gala award night is scheduled to be held in Mumbai in March at Glocal Junction.

Radio City Freedom Awards in its 5<sup>th</sup> edition has evolved to become a countrywide movement that promotes new sounds of the new generation with a perfect amalgamation of modern music with a traditional touch through their songs with the theme of ‘Sounds of the Soil’. Musicians and bands ranging across genres such as Hip-Hop, Folk Fusion, Pop, Rock, Metal and Electronica and winner from every category will be crowned the country’s top independent artist. RCFA 5.0 will constitute of a highly acclaimed jury including **Luke Kenny, Ritnika Nayan , Vehrnon Ibrahim, Atul Churamani and Yotam Agam** among others.

**Commenting on the launch of RCFA 5.0, Abraham Thomas, CEO, Radio City** said, *“After successful 4 editions of Radio City Freedom Awards, this year the property has grown multiple folds to 13 gigs across 8 cities and has clearly become the most credible and definitive recognition in the indie space. We have witnessed immense success in the past four editions and are confident that RCFA 5.0 will, once again, establish music as the universal language”*

**“Ms. Rachna Kanwar, COO, Digital Media-Jagran** said, *“Radio City Freedom Awards has grown by leaps and bounds over the last 5 years. Today, RCFA has become the annual celebration of the connect between our online indie music stations and the tremendous variety of original music being created in every part of the country. This year we are happy to*

welcome some new members in our Jury and thankful to the ones who have been there with us for the last 5 years. The buzz getting generated around the nominations is heartening and we are hopeful of a fabulous response.”

**Mr. M. C. Cariappa, President – Sales & Marketing, Jockey says,** “We at Jockey are extremely excited to associate with Radio City Freedom Awards 5.0, which recognises and provides a phenomenal pedestal for independent artists. We look forward to this exciting journey along with Radio City in unearthing fabulous talent across the country.”

**“Popular Musician, actor, director and a member of this year’s jury, Luke Kenny, said** *“The beauty of indie music is often overlooked with all the hype around the mainstream artists. Radio City Freedom Awards is a great initiative to recognize the vast pool of creative talent of this country. It is an honour and a privilege to be a part of this unique platform that gives a voice to artistes who dare to go off the beaten track. I look forward to a great season full of exciting and entertaining performances from the passionate musicians of this gifted country.”*

Radio City Freedom Awards 5.0 will recognise musicians across categories including Best Hip Hop/ Rap Artist, Best Folk Fusion Artist, Best Pop Artist, Best Rock Artist, Best Metal Artist and Best Electronica Artist. Launched in 2013, Radio City Freedom Awards have provided a platform for the relatively lesser known Indie musicians to make a mark for themselves in the presence of revered names in the indie industry.

If you are an aspiring musician, wait no longer and submit your nominations by logging on to <http://www.radiocity.in/rcfa/> till 28<sup>th</sup> February 2018

Radio City is proud to associate with their sponsors- Jockey, Skoda, OK Listen, Vicks, RSJ, Rock Bong and IndiHut.

#### **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 16 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 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 50 other web-stations, through its digital interface, [www.radiocity.in](http://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](http://www.radiocity.in)