

## **The annual Slapfest is back to applaud the Worst of Bollywood in 2018 with Slappies 8 on Radiocity.in**

**Mumbai, 21<sup>st</sup> January, 2019:** After applauding the best of everything in 2018, Radio City, India's leading radio network's digital arm, Radiocity.in is back with the 8<sup>th</sup> season of Slappies, the most awaited award of the year. Radio City's Slappies, is all set to give a tight slap to the worst of Bollywood in the year 2018. After 7 successful years of being one of the only platforms to crown the famously infamous talent in the industry, garnering 5.6 lakh votes last year, Slappies 8 aims to get bigger, better and louder with each 'slap' this year.

Slappies 8 will culminate in 2 phases; the voting phase, followed by a grand finale award announcement. Listeners can vote for the most deserving 'slaps' of the year starting, **16<sup>th</sup> January** till **4<sup>th</sup> February, 2019** from Top 8 shortlist entries across 11 categories. The grand finale of Slappies 8, will be held on **8<sup>th</sup> February 2019**, Friday, on RadioCity.in Fun ka Antenna web radio station on [www.radiocity.in](http://www.radiocity.in).

***Commenting on the initiative, Ms. Rachna Kanwar, Chief Operating Officer - Digital Media, Jagran Prakashan Ltd, said,*** "Over the past 7 years now, we've been able to build Slappies into a delightful, differentiated audience engagement property. And not just audiences, who have given us a tremendous response, we have also got a whole lot of awards for it! Now in its 8th season, we're certain Slappies will be bigger, better and even more fun!

This year, the categories for Slappies 8 are - Worst Film, Worst Actor, Worst Actress, Worst Song, Worst Debut, Worst Director, Worst Dialogue, Worst Supporting Actor, Worst Jodi, and Lifetime Achievement for Worst Song. Owing to the trend of remaking old songs, an 11<sup>th</sup> category called the 'Worst Song Remake' has also been added to this season as a fresh category.

Vote for the worst of Bollywood 2018 and slap'em by logging on to <https://www.radiocity.in/slappies8/>

### **About 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: 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](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 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](http://www.radiocity.in)