



## **The Biggest Stage for Independent Music Is Back with a Bang - The 6<sup>th</sup> Edition of 'Radio City Freedom Awards powered by Skoda'**

**A Month-Long Extravaganza of Rejoicing Independent Music begins as 'Radio City Freedom Awards' Powered by Skoda, Roars Into its Power Packed 6<sup>th</sup> Edition**

**Mumbai 13<sup>th</sup> February 2019:** Radio City, India's leading radio network is all set to look out for the finest independent music talent with the launch of the 6<sup>th</sup> edition of '**Radio City Freedom Awards**' (RCFA 6.0), powered by Skoda with 6 gigs across 7 cities and 1 grand finale. Radio City Freedom awards, over the years has been the most definitive platform to recognize and honor the best indie music talents from across the country. The month-long indie movement, will kick start on 13<sup>th</sup> February in Pune with performances from 'Vice Versa' and 'The Moonstruck Project', moving to five other cities, each witnessing high decibel concerts from favorites like 'Paranox', 'Oxygen', 'The Tapes', 'Daira', 'Prithibi', and 'Redemption', culminating with a grand finale in Mumbai.

Radio City Freedom Awards 6.0 is one of the country's biggest indie movement which is a perfect amalgamation of talent and traditional touch. Aspirants across India can register themselves at <https://www.radiocity.in/rcfa/> across various categories like Hip Hop, Folk Fusion, Metal, Electronica etc. The musicians will be judged by an esteemed jury comprising of Luke Kenny, Ritnika Nayan, Atul Churamani, Amit Gurbaxani, Anurag Tagat, amongst several others.

**Commenting on the launch of the 6th edition of Radio City Freedom Awards, Ms. Rachna Kanwar, COO, Digital Media-Jagran Prakashan Limited** said, "Over the years, Radio City Freedom Awards has become synonymous with independent music in India. Today, the property undoubtedly holds an aspirational value for the wave of budding independent talent in the country and we are proud to have helped lay the foundation for some of industry's biggest talent. The growth in participation, listenership and voting is a testament to the equity RCFA commands in this space. We are thankful to everyone who has driven this success through the years and we look forward to yet another successful season ahead."

**Renowned Rap Artist Naezy said,** "Firstly it is indeed a moment of pride, happiness for us rappers and indie artists that the music from the streets will now be echoed across the country through film like Gully Boy. I would like to thank the makers of the film to touch base on a topic like independent music and communicating our journey, struggle and celebration on celluloid. I believe there is a lot of untapped talent in our country that needs to be brought to the limelight. Having been one of the winners of Radio City Freedom Awards 3<sup>rd</sup> Season, I can vouch for the importance of artistes getting the right exposure. It is these larger than life platforms like Radio City Freedom Awards that play an instrumental role in not just giving artistes like me a stage to launch themselves, but also give the industry fresh and versatile

music content. I wish team Radio City all the very best for yet another successful season 6 of Radio City Freedom awards and giving the industry the next wave of fresh talent.”

Radio City Freedom Awards 6.0 aims to recognise musicians across across various genres and languages and will be riding on the back of an astoundingly successful season 5 that cumulatively garnered over 16,000 votes across 13 gigs and 8 cities in 10 languages.

RCFA’s checkered list of past winners include now household names such as Divine whose life and music has been an inspiration for the upcoming movie Gully Boy, Parvaaz, Swarathma, Papon, Midival Punditz, The Ska Vengers, Indus Creed, Dualist Inquiry, Benny Dayal, Donn Bhatt, and The F16s, to name a few. Radio City Freedom Awards has successfully been India’s only platform to pave way for talent in the indie fraternity to create a mark in the mainstream industry.

Budding indie enthusiasts can send in their entries from 6th February, 2019 till 28th February, 2019 and public voting will start from 9th March 2019 till 15<sup>th</sup> March 2019 followed by a grand award night on 28<sup>th</sup> March 2019 in Mumbai.

RCFA 6.0 Live gig details are as follows:

<b>Date</b>	<b>City</b>	<b>Venue</b>	<b>Artists</b>
13th Feb	Pune	Unwind	Vice Versa
			Prateek Bhaduri
21st Feb	Chennai	Bay 146	Cut a Vibe
			Oxygen
28th Feb	Hyderabad	The Moonshine Project	The Tapes
			Paranox
7th March	Delhi	Studio Xo	Runt
			Daira
14th March	Kolkata	Five Mad Men	Redemption
			Prithibi
13 <sup>th</sup> March	Bangalore	Fandom at Gilly's Redefined	Chaos
			Big Deal

For the latest RCFA news, exclusive content and more, do follow RCFA 6.0 on social media and join the conversation by using the official hashtag, #RCFA6 #RadioCityFreedomAwards #BeOriginalwithRCFA across Radio City’s social media handle’s [Facebook.com/RadioCityIndia/](https://www.facebook.com/RadioCityIndia/) on FaceBook, [@radiocityindia](https://twitter.com/radiocityindia) on Twitter and [@radiocityindia](https://www.instagram.com/radiocityindia) on Instagram.

### **About Radio:**

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)