

INDIAN EXCELLENCE IN RADIO AWARDS 2014 WINNERS' LIST

AWARD CATEGORY	COMPANY NAME	ENTRY TITLE
Best Breakfast Programme (Hindi)	93.5 RED FM Mumbai	Morning No. 1 with Malishka
Best Breakfast Programme (Tamil)	93.5 Suryan FM Chennai	Blade No. 1
Best Breakfast Programme (Telugu)	Reliance Broadcast Network Limited	Happy Mornings
Best Programme (Non-Breakfast - Hindi)	Reliance Broadcast Network Limited	Carvaan-E-Ghazal
Best Programme (Non-Breakfast - Tamil)	Reliance Broadcast Network Limited	Take It Easy
Best Programme (Non-Breakfast - Telugu)	Reliance Broadcast Network Limited	Full Volume
Best Radio Programme (Bengali)	Reliance Broadcast Network Limited	Se Sudhu Gaaner Din
Best Radio Programme (Gujarati)	Radio Mirchi	Kitli Kulture
Best Radio Programme (Kannada)	Music Broadcast Pvt. Ltd	City Maathu
Best Radio Programme (Malayalam)	Radio Mango 91.9 CLUB FM 94.3	Vellarikkapattanam Fun Trailer
Best Radio Programme (Marathi)	ENIL (Radio Mirchi)	Vyakti aani Abhivyakti Comedy
Best Radio Programme (Hindi – For Non-Metro Stations)	DB Corp Ltd - Radio Division (94.3 MY FM)	Environment ki Sholay
Best Radio Sparkler (Hindi)	Radio Mirchi Delhi	Phatto
RJ of the Year (Hindi)	93.5 RED FM Mumbai	RJ Malishka
RJ of the Year (Tamil)	Reliance Broadcast Network Limited	RJ Balaji
RJ of the Year (Telugu)	Reliance Broadcast Network Limited	RJ Shekar
RJ of the Year (Bengali)	91.9 Friends FM	RJ Den
RJ of the Year (Gujarati)	93.5 RED FM Ahmedabad	RJ Devaki
RJ of the Year (Kannada)	Reliance Broadcast Network Limited	RJ Sihikahi Chandru & RJ Geetha
RJ of the Year (Malayalam)	Radio Mango 91.9	RJ Nitha
RJ of the Year (Marathi)	93.5 RED FM Pune	RJ Anniruddha
RJ of the Year (Hindi – For Non-Metro Stations)	Reliance Broadcast Network Limited	RJ Neelesh Misra
Best Radio Promo - In-House (Hindi)	Radio Mantra 91.9 FM	Shapath Suraksha Ki (Khamoosh Kerdo)
Best Radio Promo - In-House (Tamil)	93.5 Suryan FM Chennai	Varnajalam
Best Radio Promo - In-House (Telugu)	Radio Mirchi - ENIL	Radio Promotional Promo
Best Radio Promo - In-House (Bengali)	ENIL: Kolkata	Mirchi Crossfire Promo
Best Radio Promo - In-House (Gujarati)	DB Corp Ltd - Radio Division (94.3 MY FM)	Chhatrayan
Best Radio Promo - In-House (Kannada)	93.5 RED FM Mysore	Sankranthi Promo
Best Radio Promo - In-House (Malayalam)	Radio Mango 91.9	Respect Women
Best Radio Promo - In-House (Marathi)	ENIL (Radio Mirchi)	Mirchi Music Awards Marathi
Best Radio Station Imaging	93.5 RED FM Ahmedabad	Red Raas
Best Radio Programme/Show Packaging	Entertainment Network India Limited	Radio Movie Illayaraja
Best Community Service Award	Entertainment Network India Limited	Audio books for the Visually challenged on Radio Mirchi
Best Interactive Idea	93.5 RED FM Mumbai	Pothole Utsav
Best Creative Campaign	Radio Mango 91.9	Nutral
Best Media Campaign	93.5 RED FM Delhi	Crime Ki Keh Ke Lenge Season 2
Best On Ground/Activation by an FM Station	Music Broadcast Pvt. Ltd.	Radio City Freedom Awards
Excellence in New Media Initiative	93.5 RED FM Ahmedabad	Ads Gino Sona Jito with Whatsapp
Best FM Station	93.5 RED FM Mumbai	Mumbai
Best Use of Music/Song/Jingle by an Advertiser in a Radio Spot	ZenithOptimedia	Nescafe Mornings on Red FM
Most Effective Use of Radio in an Activation Campaign	MindShare	Close Up Come Fall In Love - Valentines Day Activity
Most Outstanding Use of Radio in an Ad Campaign	Mindshare	India's Favourite Non-Sporting Game
Best CSR Initiative from an Advertiser	Reliance Life Insurance Co Ltd	Greatest Fan