

Radio One Rocks at 33rd RAPA Awards

RADIO ONE FM 94.3, the station for the Fataafat Generation has won the 5 awards at the prestigious **RAPA Awards Ceremony** (Radio and TV Advertising Practitioners Association of India Ltd.) Mumbai for the 4 stations it entered. The **RAPA** award is given to excellence achieved in various categories that cover all aspects of radio programming. The win is particularly significant as **RAPA** has attracted 1,000 nominations (up 43% from 700 entries obtained last year). The radio industry was felicitated at a well attended award distribution that took place yesterday in the St. Andrews Auditorium in Bandra, Mumbai. This is also the first time the **RADIO ONE** has entered the awards.

The **RAPA** awards honour outstanding creative work in the radio field and **RADIO ONE, Mumbai** won 2 awards. The award for **Category 1: Best Radio Programme** was given to the very popular show **Flashback** which is hosted by **Hrishikesh Kannan**. The show format re-creates the magic of evergreen hits of Bollywood. The aim of the show is to take listeners on a nostalgic journey with a smart combination of music from the 70s, 80s and the 90s. **RADIO ONE's** music mix enables listeners of all ages to connect with the show.

RADIO ONE also won the award under **Category 2: Best Female RJ Hindi** for the show **Good Morning Mumbai, RADIO ONE Mumbai's flagship show**, hosted by **RJ Tarana**. **Tarana** along with **Jaggu** hosts Mumbai's best loved breakfast show on FM radio in Mumbai. Together they are the perfect 'ulta-seedha' jodi that have [Mumbai](#) talking about them, as they talk about their city every morning. **Tarana**, who has worked with the station since she was 16 through its many avatars, was quick to call her co-host **Jaggu** on stage and acknowledge his contribution to the show's success.

Raj Gopal Iyer, Station Head, West for Radio One believes that **Hrishikesh's** passion and knowledge of music gives **Flashback** a real edge over other rivals, especially as most other retro shows only devote air time to the hits of the 70s.

'**Tarana** has been the voice that the listener loves waking up to. Her distinctive tone could jolt you out of bed or have you in splits with her opinions and observations. She is funny, witty, bitchy and she can also be mamma **Tarana** when she wants to. She is the only RJ that brings about all these qualities to give the breakfast show its edge and is a complete Mumbai authority,' he adds

RADIO ONE, Delhi won the award for the **Best Hindi Radio Promo**. This award was given for a **Rakhi Sawant Promo** when she had released an album on being a super girl. The promo was "**agar rakhi sawant udegi to shaktimaan ka kya hoga**". The promo was judged on the basis of production which was produced by **Debijit Saha**.

RADIO ONE, Bangalore won the award for the **Radio Programme produced in Kannada-Birthday Day Bakra**. This daily segment goes on air at 8.20 am on the **Breakfast Show**. The RJs 'pull a bakra' on celebrities and general 'janta'. **RJ Prithvi**, the show's host and **Rakesh**, the producer of the show have created this humorous segment and built it up so much that it's achieved cult status in the city. At the end of each 'Bakra' a goody bag filled with exciting prizes is given to the person.

RADIO ONE, Chennai won the award for the **Best English Spot**. The promo spot was created for

the Ad Club of [Chennai](#) to promote their football tournament. The spot feature various departments in an ad agency; creative, client servicing etc., playing a match with a humorous commentary on it. The Promo was produced and scripted by **Rajiv Rajaram**.

Says **Vineet Singh Hukamani, CEO, RADIO ONE**, 'At **RADIO ONE** we pride ourselves in consistency in our creative product and you'll see that all our four metro stations that entered for **RAPA** have won with more than a 100% strike rate (Mumbai picked up 2 and 1 each for Delhi, [Bangalore](#) and Chennai). This is the highest ratio at the awards and we give all the credit to our local teams for excelling in their regions'

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