

# INDIAN EXCELLENCE IN RADIO AWARDS 2010

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| Indian Excellence In Radio Awards 2010 | Best Breakfast Programme/Show (Hindi)                 | Digital Radio (Mumbai) Broadcasting        | Morning No.1 With Malishka       |
| Indian Excellence In Radio Awards 2010 | Best Breakfast Programme/Show (Tamil)                 | 92.7 Big FM                                | Big Vanakkam                     |
| Indian Excellence In Radio Awards 2010 | Best Breakfast Programme/Show (Telugu)                | 92.7 Big FM                                | Happy Mornings                   |
| Indian Excellence In Radio Awards 2010 | Best Programme Broadcast After 11am (Hindi)           | Digital Radio Broadcasting                 | Mumbai Local                     |
| Indian Excellence In Radio Awards 2010 | Best Programme Broadcast After 11am (Tamil)           | Big 92.7 FM Chennai                        | Jhill Jhill Neram                |
| Indian Excellence In Radio Awards 2010 | Best Programme Broadcast After 11am (Telugu)          | Kal Radio Ltd. (Superhits 93.5 Red FM)     | Fulltoo Bindaas                  |
| Indian Excellence In Radio Awards 2010 | Best Radio Programme (Bengali)                        | Radio Mirchi 98.3FM                        | Sunday Suspense                  |
| Indian Excellence In Radio Awards 2010 | Best Radio Programme (Gujarati)                       | Radio Mirchi 98.3FM                        | Hello Amdavad                    |
| Indian Excellence In Radio Awards 2010 | Best Radio Programme (Kannada)                        | Big 92.7 FM Bangalore                      | Hale Recordu                     |
| Indian Excellence In Radio Awards 2010 | Best Radio Programme (Hindi - For Non-Metro Stations) | Music Broadcast Pvt. Ltd - Radio City 91.1 | Kal Bhi Aaj Bhi                  |
| Indian Excellence In Radio Awards 2010 | Best Radio Sparkler (Hindi)                           | Radio Mirchi 98.3FM                        | Mirchi Murga                     |
| Indian Excellence In Radio Awards 2010 | RJ of the Year (Hindi)                                | Radio Mirchi 98.3FM                        | RJ Stutee                        |
| Indian Excellence In Radio Awards 2010 | RJ of the Year (Tamil)                                | Big 92.7 FM Chennai                        | RJ Ophelia                       |
| Indian Excellence In Radio Awards 2010 | RJ of the Year (Telugu)                               | Kal Radio Ltd. (Superhits 93.5 Red FM)     | RJ Prateeka                      |
| Indian Excellence In Radio Awards 2010 | RJ of the Year (Bengali)                              | Radio Mirchi 98.3FM                        | RJ Mir                           |
| Indian Excellence In Radio Awards 2010 | RJ of the Year (Gujarati)                             | Radio Mirchi 98.3FM                        | RJ Dhvanit                       |
| Indian Excellence In Radio Awards 2010 | RJ of the Year (Kannada)                              | Big 92.7 FM Bangalore                      | RJ Nethra                        |
| Indian Excellence In Radio Awards 2010 | RJ of the Year (Hindi - For Non-Metro Stations)       | Radio Mirchi 98.3FM                        | RJ Vikrant                       |
| Indian Excellence In Radio Awards 2010 | Best Radio Promo - In-House (Hindi)                   | Digital Radio (Mumbai) Broadcasting        | Prayaas                          |
| Indian Excellence In Radio Awards 2010 | Best Radio Promo - In-House (Tamil)                   | 92.7 Big FM Chennai                        | Station Promo                    |
| Indian Excellence In Radio Awards 2010 | Best Radio Promo - In-House (Telugu)                  | 92.7 Big FM Hyderabad                      | Happy Mornings                   |
| Indian Excellence In Radio Awards 2010 | Best Radio Promo - In-House (Gujarati)                | Radio Mirchi 98.3FM                        | AA Amdavad Chhe                  |
| Indian Excellence In Radio Awards 2010 | Best Community Service Award                          | 92.7 Big FM Delhi                          | DeTaali                          |
| Indian Excellence In Radio Awards 2010 | Best Interactive Idea                                 | Music Broadcast Pvt. Ltd - Radio City 91.1 | Joyride Window Seat              |
| Indian Excellence In Radio Awards 2010 | Best Creative Campaign                                | Digital Radio (Mumbai) Broadcasting Ltd.   | Malishka Ko Bataun Kya           |
| Indian Excellence In Radio Awards 2010 | Best Media Campaign                                   | Digital Radio (Mumbai) Broadcasting Ltd.   | Malishka Ko Bataun Kya           |
| Indian Excellence In Radio Awards 2010 | Best On Ground/Activation by an FM Station            | Digital Radio (Mumbai) Broadcasting Ltd.   | Bajaate Raho Awards Night        |
| Indian Excellence In Radio Awards 2010 | Best FM Station                                       | Digital Radio (Mumbai) Broadcasting Ltd.   | Red FM Mumbai                    |
| Indian Excellence In Radio Awards 2010 | Most Effective Use of Radio in an Activation Campaign | Maxus (Delhi) - Group M Media India        | Nokia 5800 Midas Touch           |
| Indian Excellence In Radio Awards 2010 | Most Effective Use of Radio in an Ad Campaign         | Maxus Mumbai                               | Radio Singh Salesman Of The Year |