

INDIAN EXCELLENCE IN RADIO AWARDS 2011

Best Breakfast Programme/Show (Hindi)	Digital Radio (Mumbai) Broadcasting	Morning No. 1
Best Breakfast Programme/Show (Tamil)	Radio Mirchi 98.3FM	Hello Chennai
Best Breakfast Programme/Show (Telugu)	Reliance Broadcast Network Ltd (92.7 Big FM)	Happy Mornings With RJ Sheker
Best Programme Broadcast After 11am (Hindi)	Music Broadcast Pvt Ltd	Babbar Sher Ki Mehfil
Best Programme Broadcast After 11am (Tamil)	Radio Mirchi 98.3FM	Luv Talkies
Best Radio Programme (Bengali)	Radio Mirchi 98.3FM	Sunday Suspense
Best Radio Programme (Gujarati)	Music Broadcast Pvt Ltd	Total Timepass With Rj Nishant - Spl Show On Non Resident Gujaratis
Best Radio Programme (Kannada)	Radio Mirchi 98.3FM	Chill Maadi
Best Radio Programme (Malayalam)	Club FM (Mathrubhumi Printing & Publishing)	Mission 943
Best Radio Programme (Hindi – For Non-Metro Stations)	Music Broadcast Pvt Ltd	RJ Fahad
Best Radio Sparkler (Hindi)	Digital Radio Broadcasting	Baccha Party Aa Gayee Hai
RJ of the Year (Hindi)	Digital Radio Broadcasting	Malishka
RJ of the Year (Tamil)	Radio Mirchi 98.3FM	Ajai
RJ of the Year (Telugu)	Reliance Broadcast Network Ltd (92.7 Big FM)	RJ Sheker
RJ of the Year (Bengali)	Radio Mirchi 98.3FM	Mir
RJ of the Year (Gujarati)	Music Broadcast Pvt Ltd	RJ Nishant
RJ of the Year (Kannada)	Music Broadcast Pvt Ltd	LoveGuru
RJ of the Year (Malayalam)	Radio Mango	Shaan
RJ of the Year (Hindi – For Non-Metro Stations)	Radio Mirchi 98.3FM	Anmol
Best Radio Promo - In-House (Hindi)	Reliance Broadcast Network Ltd (92.7 Big FM)	Rain
Best Radio Promo - In-House (Tamil)	Radio Mirchi 98.3FM	RJ Hunt
Best Radio Promo - In-House (Telugu)	KAL Radio Limited	Kitty Party Promo
Best Radio Promo - In-House (Bengali)	Radio Mirchi 98.3FM	Kaalikatha Promo
Best Radio Promo - In-House (Gujarati)	Music Broadcast Pvt Ltd	Non Resident Gujarati Promo
Best Radio Promo - In-House (Kannada)	Radio Mirchi 98.3FM	Dengue Promo
Best Radio Promo - In-House (Malayalam)	Radio Mango	World AIDS Day
Best Radio Station Imaging Innovation	Music Broadcast Pvt Ltd	Musical - E - Azam
Best Radio Programme/Show Packaging	Suryan FM 93.5	Music Day Jingle
Best Community Service Award	Hello FM 106.4	Petraal Thaan Pilliyaa
Best Interactive Idea	Digital Radio (Mumbai) Broadcasting	Malishka Ka Jasoos
Best Creative Campaign (Joint Gold Winners)	Digital Radio (Mumbai) Broadcasting Radio Mango	Malishka Ka Jasoos World AIDS Day
Best Media Campaign	Digital Radio (Mumbai) Broadcasting	Malishka Ka Jasoos
Best On Ground/Activation by an FM Station	Radio Mirchi 98.3FM	The Mirchi Music Awards
Excellence in New Media Initiative	Radio Mirchi 98.3FM	Mirchi Mobile
Best FM Station	Digital Radio (Mumbai) Broadcasting	Red FM Mumbai
Best Use of Music / Song / Jingle by an Advertiser in a Radio Spot	Tata Docomo	Tata Docomo Rajasthan Launch
Most Effective Use of Radio in an Activation Campaign	Superhits 93.5 Red FM	Stars On Streets Campaign
Most Outstanding Use of Radio In An Ad Campaign	Idea Cellular	Muthuswamy
Best CSR initiative from an Advertiser	Balmer Lawrie & Co. Limited	Red Cares