



Press Release

Music Is The Winner At The 8th Edition Of Mirchi Music Award Bangla

- **98.3 Mirchi (a part of the Times of India Group) Is Spreading Khushi With Mirchi Music Awards Bangla 2018**
- **The City Witnesses An Illustrious & Mellifluous Evening Of Unforgettable Moments**
- **COLORS Bangla Is The Exclusive Telecast Partner Of Mirchi Music Awards Bangla 2018**

Kolkata, 31st March, 2019: The **8th Edition of Mirchi Music Awards Bangla**, the most illustrious and eminent music award in the country, was hosted tonight with utmost grandeur at Purple Movie Town. The entire music fraternity of West Bengal and the city glitterati arrived to cheer both the nominees and the winners alike. The evening full of dulcet tunes honoured musical talents for their creative brilliance.

“Mirchi Music Awards Bangla was a resounding success from the very first year. It is **Radio Mirchi’s** biggest televised property and the only award function in Eastern India that honors both artistic and technical excellence of professionals in music and gifts its audience a collage of unforgettable moments. The award is getting with bigger and better with each passing year. This musical journey would not have been possible without the support of our esteemed MMA jury members”, said **Mr Kushan Rai, VP- Cluster Head - East, Entertainment Network India Limited.**

COLORS Bangla is the exclusive telecast partner of **Mirchi Music Awards Bangla 2018**

“We are delighted to partner with Mirchi Music Awards, which is one of the most anticipated award ceremonies in the Bengali entertainment industry. At **COLORS Bangla**, it is our goal to make good and meaningful entertainment synonymous with the brand, and continue to deliver great content to our viewers. The event will see some of the biggest names from the industry come forward to make this an evening to remember and Colors Bangla will exclusively bring this extravaganza to the audiences in the comfort of their homes this summer,” said **Mr Rahul Chakravarti, Business Head, COLORS Bangla and Odia.**

The prizes were handed over to the winners by the who’s who of Tollywood and the music fraternity.

‘Suspense’ was the theme of the evening and the show was hosted by **Actor & RJ, Mirchi Mir**, along with **Saswata Chattopadhyay, Abir Chattopadhyay and Anirban Bhattacharya.**The evening also witnessed melodious performances by **Raj Barman, Ujjaini Mukherjee, Anupam Roy, Arko Pravo Mukherjee & the evergreen Bappi Lahiri.**

“Mirchi being my family, it is an honour for me to host this evening. The show has been curated with a lot more hotter, spicier and musical elements this time”, said **Mirchi Mir.**

Mirchi Music Awards is presented annually by Radio Mirchi to honor both artistic and technical excellence of professionals in music and has covered the Hindi language film music industry since



2009. In 2010, the Southern edition of the awards — Mirchi Music Awards South — was launched, to recognize the artists from the four South Indian film industries — Tamil, Telugu, Kannada and

Malayalam. **Mirchi Music Awards Bangla** started its journey in 2012 whereas the Mirchi Music Awards Punjabi was instituted in 2014.

About Radio Mirchi

Entertainment Network India Limited (ENIL), popularly known as Radio Mirchi in India, owns 73 frequencies and is the advertising partner for another 3, across 63 cities in India, making it India's largest private FM radio broadcaster. Launched in 2001, Mirchi now operates across the country with 4 distinct brands - Mirchi, Mirchi Love, Kool & Ishq (for which it is the advertising partner of TV today network). With the highest radio listenership across the country (approximately 29 million people) and a track record of developing innovative content, Mirchi has been expanding and retaining its audiences and advertisers through the years.

Mirchi has consistently delighted listeners and the industry with exciting properties such as Mirchi Music Awards (in 8 languages) & Mirchi Top 20. Mirchi is also the biggest concert player in India and organises more than 100 concerts every year. In 2018 itself, Mirchi organised a five-city tour of legendary rockstar, Bryan Adams, and a two-city tour of the reigning world's No. 1 DJ, Martin Garrix. Mirchi's foray into the digital space has helped it gain a strong position with 21 online radio stations, the biggest radio website & biggest on Facebook, Twitter & YouTube. Mirchi also leverages in-house talent to produce shows which are put on its YouTube channels and various OTT platforms. Radio Mirchi reaches approximately 50 million people through its online content every month. Mirchi was also the first Indian radio brand to go international with the launch of the brand in the UAE. Mirchi also launched in Bahrain in March, 2018. On 26th January, 2019, Mirchi was also launched in the US. The first brand to start 'airport radio' operations, Mirchi can also be heard at T3 international airport, New Delhi and Rajiv Gandhi International Airport, Hyderabad. With such a wide presence, on-air, on-ground & on digital, Mirchi is truly everywhere!

About Colors Bangla

A family entertainment channel that brought about a revolution in Bangla Television, COLORS Bangla (Erstwhile ETV Bangla) matches the distinctiveness of the rich Bangla culture with qualitative and contemporary programming. The channel mirrors the cultural ethos and the progressive values of the Bengalis' through innovative and relevant content. Some of our flagship shows have been programmes like Resham Jhanpi, Mahaprabhu Sree Chaitanya, E Amar Gurudakshina, Bindass Dance, Abbulish, Byomkesh, Shonge Srijit, Bene Bou, amongst others.

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