

Golden Mikes Radio Advertising Awards, 2016

Racold Thermo Pvt. Ltd. bagged a Bronze in the Promotions category in the 6th edition of the Golden Mikes Radio Advertising Awards for its Wake up Bucket Challenge campaign. Racold won the award for 'Best On Ground Promotion by a Network of Radio Stations for a Client', and further emphasized their value proposition - "Reborn Everyday" through this campaign.