

Reliance FM was awarded as the “**Sustainable Initiative of the Year Award**” at the annual ALA, Asian Achievement Awards awards, held on 25th September, 2012 at Taj Palace hotel, DUBAI. The **ALA Awards** are hosted by **Asian Confederation of Businesses** and Supported by **Stars of the Industry Group**, **CMO Asia**, **CMO Council**, **World Brand Congress** and the **Thought Leaders International**.

The awarding recognized the **Super Achievers and Future Business Leaders** of an organization, individual or brands who are able to perform beyond the others and salutes their professional ability to steer and keep their businesses afloat through hard times.

