

S.No	Company	Category	Campaign Name	METAL
1	Vritti Solutions Ltd	Best use of technology for rural reach	Syndicate bank Ludhiana Activity	BRONZE
2	Mahindra & Mahindra Financial Services Limited	Community empowerment & development initiative	Swasthya Bima Jagruti Abhiyan	BRONZE
3	Bajaj Auto Ltd	Consumer Engagement @ retail	POWER KA NAYA NAAM "BAJAJ GENUINE PARTS"	BRONZE
4	Geometry Global India Pvt Ltd	Consumer Engagement @ retail	Vodafone m-pesa - Project m-power	BRONZE
5	Indian Oil Corporation	Consumer Engagement @ retail	XTRAPOWER RURAL CARD	SILVER
6	PHD India	Digital & Technology (Best digital campaign of the year)	Active Wheel- Lo Kar Lo Baat	GOLD
7	DIGITAL QUOTIENT	Digital & Technology (Best digital campaign of the year)	Jubilant Jivanjor Achievers' Club	SILVER
8	OMD India	Direct Marketing (Mobile & Digital)	Stayfree Stay Ahead Helpline	GOLD
9	GroupM Dialogue Factory	Direct Marketing (One to One)	Greenlight Sunking EID	BRONZE
10	Market Access Providers Ltd	Direct Marketing (One to One)	DOVE Litmus Challenge	SILVER
11	WaterHealth India	Direct Marketing (One to One)	Unnati Campaign	SILVER
12	Impact Communications	Education and Awareness imitative programme for rural patient & practitioners.	GSK Ostocal Nanhe Champions	BRONZE
13	Impact Communications	Education and Awareness imitative programme for rural patient & practitioners.	Abbott Thyroid On wheels	GOLD
14	Hindustan Latex Family Planning promotion trust	Education and Awareness imitative programme for rural patient & practitioners.	Boat and Mobile Van ferries Good health	SILVER
15	Akshamaala Solutions Pvt Ltd	Effective use of technology in Agriculture (Livestock Initiatives)	Potash 25 (Mosaic Fertiliser India Pvt Ltd)	BRONZE
16	Ministry of Agriculture and Farmers Welfare	Effective use of technology in Agriculture (Livestock Initiatives)	Nowcast - Extreme Weather Alerts	BRONZE
17	Ministry of Agriculture and Farmers Welfare	Effective use of technology in Agriculture (Livestock Initiatives)	Crop Insurance - An Integrated IT Solution	GOLD
18	Impact Communications	Effective use of technology in Agriculture (Livestock Initiatives)	Apollo Har Kadam Mein Hai Dum	SILVER
19	MART	Farmer Connect (Contact programme/Initiative of the year)	Pi Abhiyan"Uttam Kheti Samridhh Kisan"	BRONZE
20	Grey RC&M	Farmer Connect (Contact programme/Initiative of the year)	Arjun Nova Farmer Connect Program	GOLD
21	Grey RC&M	Farmer Connect (Contact programme/Initiative of the year)	Mahindra Jashn Josh Ka	SILVER
22	Vision Force	Farmer Connect (Contact programme/Initiative of the year)	Krishi Mahotsav 2015 - Farmer Welfare & Agri Development Dept, Govt. of MP	SILVER
23	J Walter Thompson	In-Film Campaign of the Year	Suraj Ki Gullak (International Finance Corporation)	GOLD
24	Coromandel International Ltd	Innovative Lab to Farm model for farm profits	ROI campaign	GOLD
25	ICAR-Indian Agricultural Research Institute	Innovative Lab to Farm model for farm profits	From Lab to Land	GOLD
26	Rural Development Academy, Bangladesh	Innovative Lab to Farm model for farm profits	Rural Women Led Seed Business	GOLD
27	Coromandel International Ltd	Integrated Campaign of the Year	Promotion of Organic manure usage - Godavari Gold	BRONZE
28	Vritti Solutions Ltd	Integrated Campaign of the Year	Goodknight Fastcard Pandharpur Activity	GOLD
29	Lemon Pvt Ltd	Integrated Campaign of the Year	Dabur Real School of Nepal 2015	SILVER
30	PHD India	Integrated Campaign of the Year	Rin Career Ready Academy	SILVER
31	WaterHealth India	Integrated Campaign of the Year	Unnati Campaign	SILVER
32	J Walter Thompson	Last Mile Initiative of the Year	Har Ghar Pachuchay Suryoday: The Second Sunrise (International Finance Corporation)	GOLD
33	Hindustan Coca-Cola Beverages Pvt Ltd	Last Mile Initiative of the Year	PROJECT REACH	SILVER
34	ITC Ltd (ABD)	Last Mile Initiative of the Year	PROJECT REACH (Choupal Haat)	SILVER
35	Usha International Ltd	Last Mile Initiative of the Year	Integrated Rural Distribution	SILVER
36	Geometry Global India Pvt Ltd	Long Term Campaign of the Year	KHUSHIYON KI DOLI	BRONZE
37	Market Access Providers Ltd	Long Term Campaign of the Year	Lifebuoy School of 5	GOLD
38	PHD India	Long Term Campaign of the Year	Kan Khajura Tesan	GOLD
39	Impact Communications	New on ground property of the year	Boost Race	BRONZE
40	J Walter Thompson	New on ground property of the year	Suryoday Quality Assured Solar Lights (International Finance Corporation)	BRONZE
41	Market Access Providers Ltd	New on ground property of the year	Odommo Jersey Design Contest	BRONZE
42	Smriti Television media and Films Pvt Ltd	New on ground property of the year	Maxima power Challenge	GOLD
43	GroupM Dialogue Factory	New on ground property of the year	Greenlight Sunking Ujaale Ki Udaan	SILVER
44	Impact Communications	OOH Campaign of the year	SC Johnson Blue Corridor	BRONZE
45	OMD India	Pharma & Health Innovation in Rural reach	Stayfree Stay Ahead Helpline	BRONZE
46	Apollo Tele Health Services	Pharma & Health Innovation in Rural reach	Himachal Pradesh Tele Health Services Program	GOLD
47	Impact Communications	Pharma & Health Innovation in Rural reach	Abbott Thyroid on Wheels	SILVER
48	Impact Communications	Product Seeding	Cadbury Seeding	BRONZE
49	Impact Communications	Product Seeding	ENO Dhaba	BRONZE
50	PHD India	Promotion and Activation (Brand Awareness)	Active Wheel- Lo Kar Lo Baat	BRONZE
51	Grey RC&M	Promotion and Activation (Brand Awareness)	Mahindra Chota Chodo Bada Socho	GOLD
52	Vritti Solutions Ltd	Promotion and Activation (Brand Awareness)	Goodknight Fastcard Pandharpur Activity	GOLD
53	Geometry Global India Pvt Ltd	Promotion and Activation (Brand Awareness)	3 Roses - Godavari MahaPushkaram - 'Sip of Strength'	SILVER
54	GroupM Dialogue Factory	Promotion and Activation (Sales Promotion)	Greenlight Sunking EID	BRONZE
55	J Walter Thompson	Promotion and Activation (Sales Promotion)	Mahindra Supro - Family bhi, Business bhi	GOLD
56	Vritti Solutions Ltd	Promotion and Activation (Sales Promotion)	Emami Navratna - Nashik Kumbh Mela activity	SILVER
57	Anugrah Madison	Promotion and Activation (Sampling& Trial Generation)	MARICO-NIHAR SHANTI SARSO KESH TEL AND NIHAR SHANTI AMLA TEL	BRONZE
58	Vritti Solutions Ltd	Promotion and Activation (Sampling& Trial Generation)	Godrej No 1 - Nashik Kumbh Mela Activity	GOLD
59	Vritti Solutions Ltd	Promotion and Activation (Sampling& Trial Generation)	Iodex-Pandharpur Activity	GOLD
60	Anugrah Madison	Promotion and Activation (Sampling& Trial Generation)	Colgate-Karod Daant Calci Lock Campaign	SILVER
61	GroupM Dialogue Factory	Promotion and Activation (Small Budget)	Greenlight Sunking Ujaale Ki Udaan	BRONZE

62	Vritti Solutions Ltd	Promotion and Activation (Small Budget)	Goodknight Fastcard - Nashik Kumbh Mela Activity	GOLD
63	Impact Communications	Promotion and Activation (Small Budget)	ENO Dhaba	SILVER
64	JWalter Thompson	Radio Campaign of the Year	Badh Gaya Din, Badh Gayee Khushiyaan (International Finance Corporation)	SILVER
65	Coromandel International Ltd	Research Project of the Year (New Insights)	Customer satisfaction Study	BRONZE
66	Accenture Services Private Limited.	Research Project of the Year (New Insights)	Accenture's Rural Journey	GOLD
67	Mindshare	Research Project of the Year (New Insights)	Penetrating Rural in Analytical Stride	SILVER
68	MART	Research Project of the Year (Tools & Techniques)	MART MAS	GOLD
69	Tata Steel Global Wires India	Resource Development	Sales Force Effectiveness	SILVER
70	Dharmalife/Gajam India Pvt Ltd	Social Development Campaign of the Year	LIGHTING UP YOUNG MINDS	BRONZE
71	PHD India	Social Development Campaign of the Year	Rin Career Ready Academy	GOLD
72	Geometry Global India Pvt Ltd	Social Development Campaign of the Year	HUL Bihar Hand Washing Programme	SILVER
73	Advanta Seeds (UPL)	Sustainable Agriculture & Livestock Initiative for value creation	Forage: Laggard to Legacy	BRONZE
74	Lupin Human Welfare and Research Foundation	Sustainable Agriculture & Livestock Initiative for value creation	Honey Cluster Development	BRONZE
75	Sustainable Agro-commercial Finance Ltd.	Sustainable Agriculture & Livestock Initiative for value creation	Your Dreams Our Money	BRONZE
76	Ayurved Limited	Sustainable Agriculture & Livestock Initiative for value creation	5F (Food, Feed, Fodder, Fuel & Fertilizer) – Sustainable Integration of Agriculture and Livestock	GOLD
77	Carat Media	Television Campaign of the Year	Philips Thank God it's Fryday	SILVER
78	PHD India	Trade Engagement	Bru Trade	BRONZE
79	Impact Communications	Trade Engagement	DABUR - GOONJ	SILVER
80	DABUR INDIA LTD	Use of Technology (Channel Development)	Leveraging Technology for Strengthening Last Mile of Rural Coverage	BRONZE
81	Impact Communications	Use of Technology (Channel Development)	GSK - More Store	GOLD
82	PHD India	Use of Technology (Channel Development)	Bru Trade	SILVER
83	DIGITAL QUOTIENT	Use of Technology (Consumer / Customer Engagement)	Jubilant Jivanjor Achievers' Club	BRONZE
84	PHD India	Use of Technology (Consumer / Customer Engagement)	Active Wheel- Lo Kar Lo Baat	GOLD
85	Coromandel International Ltd	Use of Technology (Consumer / Customer Engagement)	Gromor Webinars	SILVER
86	Tata Steel Global Wires India	Use of Technology (Measurement, Monitoring & Analytics)	ANTARDRISHTI	SILVER
87	netCORE Solutions Pvt. Ltd.	Use of Technology (New or Alternate Media)	PMKVY - A Call For Skill Development	GOLD
88	Vritti Solutions Ltd	Use of Traditional & Congregation Platforms	Goodknight Fastcard Pandharpur Activity	GOLD
89	WaterHealth India	Use of Traditional & Congregation Platforms	Unnati Campaign	SILVER
90	Impact Communications	Visibility & Visual Merchandising	ENO Dhaba	BRONZE
91	Impact Communications	Visibility & Visual Merchandising	SC Johnson Blue Corridor	BRONZE
92	Impact Communications	Visibility & Visual Merchandising	DABUR - GOONJ	SILVER