

Category	Campaign Name	Entrant Company	Comment
CONSUMER @ RETAIL CAMPAIGN OF THE YEAR	Ek Chai Teen Kamaal	Vritti Solutions Ltd.	
CONSUMER @ RETAIL CAMPAIGN OF THE YEAR	Gromor Anubandham scheme	Coromandel International Limited	
Category	Campaign Name	Entrant Company	Comment
LAST MILE INITIATIVE OF THE YEAR	MFSUTRADHAAR	Mahindra and Mahindra Financial Services Pvt Ltd.	
LAST MILE INITIATIVE OF THE YEAR	Philips Vistaar	Impact Communications	
LAST MILE INITIATIVE OF THE YEAR	Ready Stock Module	Geometry Global Encompass Network	
LAST MILE INITIATIVE OF THE YEAR	Retail Seeding Campaign	Moms Outdoor/ Madison Anugrah	
LAST MILE INITIATIVE OF THE YEAR	Sodexo Light House Project	GroupM - Dialogue Factory	

Category	Campaign Name	Entrant Company	Comment
PRODUCT SEEDING CAMPAIGN OF THE YEAR	Bright Smile Bright Future	GroupM - Dialogue Factory	
PRODUCT SEEDING CAMPAIGN OF THE YEAR	JSW Colouron+ Anti Counterfeit	JSW Steel Limited	
PRODUCT SEEDING CAMPAIGN OF THE YEAR	Project Spwan	NEBULA ADVERTISING	
PRODUCT SEEDING CAMPAIGN OF THE YEAR	Sodexo Light House Project	GroupM - Dialogue Factory	
PRODUCT SEEDING CAMPAIGN OF THE YEAR	Suvidha Loans	Mahindra and Mahindra Financial Services Pvt Ltd.	

Category	Campaign Name	Entrant Company	Comment
TRADE ENGAGEMENT CAMPAIGN OF THE YEAR	Dabur Dashmularisht	Impact Communications	
TRADE ENGAGEMENT CAMPAIGN OF THE YEAR	Dabur Vatika Sattposhan Wholesale Campaign	Impact Communications	
TRADE ENGAGEMENT CAMPAIGN OF THE YEAR	IndianOil Kisan Mela at Kisan Seva Kendras	Indian Oil Corporation Ltd	
TRADE ENGAGEMENT CAMPAIGN OF THE YEAR	NSA's Dealer Engagement Campaign	Moms Outdoor/ Madison Anugrah	

TRADE ENGAGEMENT CAMPAIGN OF THE YEAR	Wonder Cement Saath:7 Cricket Mahotsav	Midas Next Media	
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Category	Campaign Name	Entrant Company	Comment
VISIBILITY & VISUAL MERCHANDISING CAMPAIGN OF THE YEAR	Ask The Dentist	GroupM - Dialogue Factory	
VISIBILITY & VISUAL MERCHANDISING CAMPAIGN OF THE YEAR	Dabur Pudim Hara	Impact Communications	
VISIBILITY & VISUAL MERCHANDISING CAMPAIGN OF THE YEAR	Mortein Louie Dehan	Impact Communications	
VISIBILITY & VISUAL MERCHANDISING CAMPAIGN OF THE YEAR	Spiderman Association - Dell Inspiron 15 7000 series gaming	GoZoop Red Internet Services Pvt. Ltd.	
VISIBILITY & VISUAL MERCHANDISING CAMPAIGN OF THE YEAR	TVS Credit - Visual Merchandising for our Consumer Durable Loan	TVS Credit Services Ltd.	

Category	Campaign Name	Entrant Company	Comment
CAMPAIGN LEVERAGING TECHNOLOGY EXPERIENCE & ENGAGEMENT	GSK Mobile Sakhi	Netcore Solutions Pvt. Ltd.	
CAMPAIGN LEVERAGING TECHNOLOGY EXPERIENCE & ENGAGEMENT	Mithapur Express	The Brand Brewery	
CAMPAIGN LEVERAGING TECHNOLOGY EXPERIENCE & ENGAGEMENT	Vodafone Eco-Pond: The Good In Goodbyes	Ogilvy & Mather Mumbai	
CAMPAIGN LEVERAGING TECHNOLOGY EXPERIENCE & ENGAGEMENT	Wonder Cement: Saath7 Cricket Mahotsav	Triature Digital Marketing	
CAMPAIGN LEVERAGING TECHNOLOGY EXPERIENCE & ENGAGEMENT	Your Health Assistant	Vritti Solutions Ltd.	

Category	Campaign Name	Entrant Company	Comment
USE OF MOBILE	Ask Dabur – A Mobile Voice Campaign	Netcore Solutions Pvt. Ltd.	
USE OF MOBILE	Ask The Dentist	GroupM - Dialogue Factory	
USE OF MOBILE	Mutthi Bhar Aashirvaad	Impact Communications	
USE OF MOBILE	Straight From The Heart - Apne Mann Ki Baat	GroupM - Dialogue Factory	
USE OF MOBILE	Zee Anmol- Diwali Inaamowali Pratiyogita	Zee Entertainment Enterprises Limited	

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USE OF SOCIAL MEDIA	#LaakhonKITaqdeer	22Feet Tribal	
USE OF SOCIAL MEDIA	Digital Launch - Inspiron 15 7000 series gaming	Gozoop Red Internet Services Pvt. Ltd.	
USE OF SOCIAL MEDIA	Ghanti Bajao	Mahindra Agri Solutions Limited	
USE OF SOCIAL MEDIA	Social Media Campaign - Valentine's Day	TVS Credit Services Ltd.	
USE OF SOCIAL MEDIA	Tata Wiron Apnao Khet Surakshit Banao Apni Aamdani Badhao	Tata Steel	

Category	Campaign Name	Entrant Company	Comment
INNOVATIVE MESUREMENT & MONITORING TOOLS	DRISHTI	Rallis India Ltd	
INNOVATIVE MESUREMENT & MONITORING TOOLS	Wonder Cement Saath:7 Cricket Mahotsav	Midas Next Media	

Category	Campaign Name	Entrant Company	Comment
CSR CAMPAIGN OF THE YEAR	Farmer BnB – the world's first Rural BnB to enhance livelihoods.	Ogilvy & Mather Mumbai	
CSR CAMPAIGN OF THE YEAR	Har Pal Ujjwal	Moms Outdoor/ Madison Anugrah	
CSR CAMPAIGN OF THE YEAR	Navratna Oil: Driver Road Safety Campaign - SAARTHI	RoadAds India	
CSR CAMPAIGN OF THE YEAR	Start Strong Tamil Nadu	GroupM Mindshare	
CSR CAMPAIGN OF THE YEAR	Vodafone Eco-Pond: The Good In Goodbyes	Ogilvy & Mather Mumbai	

Category	Campaign Name	Entrant Company	Comment
INTEGRATED CAMPAIGN OF THE YEAR	Dell Aarambh	Gozoop Red Internet Services Pvt. Ltd.	
INTEGRATED CAMPAIGN OF THE YEAR	Farmer engagement & Ag-Dealer promotion	DestaGlobal	
INTEGRATED CAMPAIGN OF THE YEAR	Rin - Jal Samruddh Maharashtra	GroupM Mindshare	

INTEGRATED CAMPAIGN OF THE YEAR	Tata Wiron Apnao Khet Surakshit Banao Apni Aamdani Badhao	Tata Steel	
INTEGRATED CAMPAIGN OF THE YEAR	Vodafone Eco-Pond: The Good In Goodbyes	Ogilvy & Mather Mumbai	

Category	Campaign Name	Entrant Company	Comment
LONG TERM CAMPAIGN	Bright Smile Bright Future	GroupM - Dialogue Factory	
LONG TERM CAMPAIGN	Choupal Haat	ITC ABD	
LONG TERM CAMPAIGN	DALMIA CEMENT YOUNG ACHIEVERS AWARD	Calcon Cement/ Dalmia	
LONG TERM CAMPAIGN	ek kadam parivartan ki ore	Tata Shaktee	
LONG TERM CAMPAIGN	Horlicks Swasthya Abhiyan	Impact Communications	
LONG TERM CAMPAIGN	Nihar Naturals School Contact Program	Moms Outdoor/ Madison Anugrah	

Category	Campaign Name	Entrant Company	Comment
SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	DALMIA CEMENT YOUNG ACHIEVERS AWARD	Calcon Cement/ Dalmia	
SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	Every Half Counts	J Walter Thompson	
SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	Har Pal Ujjwal	Moms Outdoor/ Madison Anugrah	
SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	RB Banega Swachh India Rural Campaign	Jagran Solutions(A Unit of Jagran Prakashan Ltd.)	
SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	Wonder Cement Saath:7 Cricket Mahotsav	Midas Next Media	

Category	Campaign Name	Entrant Company	Comment
BRAND AWARENESS CAMPAIGN OF THE YEAR	Go Safe Outside	GroupM Mindshare	
BRAND AWARENESS CAMPAIGN OF THE YEAR	GSK Mobile Sakhi	Netcore Solutions Pvt. Ltd.	
BRAND AWARENESS CAMPAIGN OF THE YEAR	Mithapur Express	The Brand Brewery	

BRAND AWARENESS CAMPAIGN OF THE YEAR	Sare Mael Dho Daalo	Vritti Solutions Ltd.	
BRAND AWARENESS CAMPAIGN OF THE YEAR	The Biggest Ever Newspaper Subscription drive in India- Jeeto 15 Crore	DB Corp. Ltd.	

Category	Campaign Name	Entrant Company	Comment
DIRECT MARKETING CAMPAIGN OF THE YEAR	Ghanti bajao	Digicides Marketing Services Pvt. Ltd.	
DIRECT MARKETING CAMPAIGN OF THE YEAR	India Soch Karo Buland Campaign	Moms Outdoor/ Madison Anugrah	
DIRECT MARKETING CAMPAIGN OF THE YEAR	Sodexo Rourkela Activation	GroupM - Dialogue Factory	
DIRECT MARKETING CAMPAIGN OF THE YEAR	Supro Happy Pockets	J Walter Thompson	Pending date of the launch of the campaign confirmation

Category	Campaign Name	Entrant Company	Comment
EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR	Mithapur Express	The Brand Brewery	
EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR	Navratna Oil: Driver Road Safety Campaign - SAARTHI	RoadAds India	
EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR	Vodafone Eco-Pond: The Good In Goodbyes	Ogilvy & Mather Mumbai	
EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR	Wonder Cement Saath:7 Cricket Mahotsav	Midas Next Media	
EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR	Zee Anmol - Bachat Gat	Zee Entertainment Enterprises Limited	

Category	Campaign Name	Entrant Company	Comment
LAUNCH/ RE-LAUNCH EVENT OF THE YEAR	Dabur Vatika Sattposhan Re-Launch Campaign	Impact Communications	
LAUNCH/ RE-LAUNCH EVENT OF THE YEAR	Digital Launch - Inspiron 15 7000 series gaming	Gozoop Red Internet Services Pvt. Ltd.	
LAUNCH/ RE-LAUNCH EVENT OF THE YEAR	Samman Shradhha Ka	Vritti Solutions Ltd.	
LAUNCH/ RE-LAUNCH EVENT OF THE YEAR	SCJ - Power of Wind	Impact Communications	

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NEW ON GROUND PROPERTY OF THE YEAR	2 Wheeler to 20 Wheeler Maha Loan Mela	Mahindra and Mahindra Financial Services Pvt Ltd.	
NEW ON GROUND PROPERTY OF THE YEAR	Har Pal Ujjwal	Moms Outdoor/ Madison Anugrah	
NEW ON GROUND PROPERTY OF THE YEAR	Hero Grameen Khel Utsav	SportzConsult	
NEW ON GROUND PROPERTY OF THE YEAR	Mithapur Express	The Brand Brewery	
NEW ON GROUND PROPERTY OF THE YEAR	Navratna Oil: Driver Road Safety Campaign - SAARTHI	RoadAds India	
NEW ON GROUND PROPERTY OF THE YEAR	Rin Play Pump	GroupM Mindshare	

Category	Campaign Name	Entrant Company	Comment
SALES PROMOTION CAMPAIGN OF THE YEAR	Happy Pockets	J Walter Thompson	Need to check the date of the launch of the campaign with the entrant
SALES PROMOTION CAMPAIGN OF THE YEAR	Har Pal Ujjwal	Moms Outdoor/ Madison Anugrah	
SALES PROMOTION CAMPAIGN OF THE YEAR	Jagmag Utsav	Greenlight Planet Inc.	
SALES PROMOTION CAMPAIGN OF THE YEAR	MITHAPUR EXPRESS	The Brand Brewery	
SALES PROMOTION CAMPAIGN OF THE YEAR	Sukun Ki Rath Yatra	Vritti Solutions Ltd.	

Category	Campaign Name	Entrant Company	Comment
SMALL BUDGET CAMPAIGN OF THE YEAR	Aashaon ki Udan Tashtari - Dabur Chatt Puja	Impact Communications	
SMALL BUDGET CAMPAIGN OF THE YEAR	Dabur Dant Snan	Impact Communications	
SMALL BUDGET CAMPAIGN OF THE YEAR	Digital Launch - Inspiron 15 7000 series gaming	Gozoop Red Internet Services Pvt. Ltd.	

SMALL BUDGET CAMPAIGN OF THE YEAR	Jagmag Utsav	Greenlight Planet Inc.	
SMALL BUDGET CAMPAIGN OF THE YEAR	VIBE	Mahindra Finance	

Category	Campaign Name	Entrant Company	Comment
USE OF TRADITIONAL CONGEGRATION PLATFORMS	Go Safe Outside	GroupM Mindshare	
USE OF TRADITIONAL CONGEGRATION PLATFORMS	Mithapur Express	The Brand Brewery	
USE OF TRADITIONAL CONGEGRATION PLATFORMS	Mutthi Bhar Aashirvaad	Impact Communications	
USE OF TRADITIONAL CONGEGRATION PLATFORMS	Start Strong Tamil Nadu	GroupM Mindshare	
USE OF TRADITIONAL CONGEGRATION PLATFORMS	Swastha India Mission- School Connect Program	GroupM - Dialogue Factory	

Category	Campaign Name	Entrant Company	Comment
EFFECTIVE USE OF TECHNOLOGY IN AGRI/ LIVESTOCK INITIATIVES	SowTheFuture	Interactive Avenues	

Category	Campaign Name	Entrant Company	Comment
FARMER CONNECT/ CONTACT PROGRAMME/ INITIATIVE	A se Arize	Impact Communications	
FARMER CONNECT/ CONTACT PROGRAMME/ INITIATIVE	Isse Behtar Dhund Kar Dekhao	Mahindra Agri Solutions Limited	
FARMER CONNECT/ CONTACT PROGRAMME/ INITIATIVE	Kirloskar Pumps-Consumer Connect Activation	GroupM - Dialogue Factory	
FARMER CONNECT/ CONTACT PROGRAMME/ INITIATIVE	Kisan Mitra	Tata Steel	
FARMER CONNECT/ CONTACT PROGRAMME/ INITIATIVE	Mahindra - Power Ki Pehchaan	Impact Communications	

Category	Campaign Name	Entrant Company	Comment
INNOVATIVE INITIATIVE IN RURAL SECTOR OR RURAL INNOVATION OF THE YEAR	Make Karnataka Begger Free	Vritti Solutions Ltd.	

INNOVATIVE INITIATIVE IN RURAL SECTOR OR RURAL INNOVATION OF THE YEAR	Tech-solution to connect Ag-Manufacturer, Ag-Dealer & Farmer with each other	DestaGlobal	
Category	Campaign Name	Entrant Company	Comment
SOCIAL ENTERPRISE/ COMMUNITY PROJECT/ COMMUNITY AFFAIRS OF THE YEAR	A se Arize	Impact Communications	
SOCIAL ENTERPRISE/ COMMUNITY PROJECT/ COMMUNITY AFFAIRS OF THE YEAR	Bee Keeping	lupin foundation	
Category	Campaign Name	Entrant Company	Comment
USE OF TECHNOLOGY FOR RURAL REACH	Go Cashless with Canara Bank	Vritti Solutions Ltd.	
Category	Campaign Name	Entrant Company	Comment
ATL CAMPAIGN OF THE YEAR	Jhanak Jaata Maatha	Vritti Solutions Ltd.	
Category	Campaign Name	Entrant Company	Comment
GOVERNMENT CAMPAIGN OF THE YEAR	Apne Mann ki Baat (Straight from the heart)	GroupM - Dialogue Factory	
GOVERNMENT CAMPAIGN OF THE YEAR	Brand Building for Maharashtra Samruddhi Mahamarg – A 700 Kms Proposed Expressway	Perfect Relations Pvt Ltd	
GOVERNMENT CAMPAIGN OF THE YEAR	Celippu Dinam (Khushaali Diwas)	GroupM - Dialogue Factory	
GOVERNMENT CAMPAIGN OF THE YEAR	Helpline Drives Online	Vritti Solutions Ltd.	
Category	Campaign Name	Entrant Company	Comment
EDUCATION AND AWARENESS INITIATIVE/ PROGRAMME FOR RURAL PATIENT & PRACTITIONERS	Abbott Swaraksha Camp	Impact Communications	
EDUCATION AND AWARENESS INITIATIVE/ PROGRAMME FOR RURAL PATIENT & PRACTITIONERS	Dabur Dashmularisht	Impact Communications	
EDUCATION AND AWARENESS INITIATIVE/ PROGRAMME FOR RURAL PATIENT & PRACTITIONERS	Sensodyne Chiller Test Squad	Vritti Solutions Ltd.	

Category	Campaign Name	Entrant Company	Comment
INNOVATION IN RURAL REACH	Dard Se Mukti Wali Yatra	Vritti Solutions Ltd.	

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RESEARCH PROJECT OF THE YEAR	Net Promoter score study	Coromandel International Limited	
RESEARCH PROJECT OF THE YEAR	project nirmaan	Tata Shaktee	
RESEARCH PROJECT OF THE YEAR	SME Needs & Understanding Survey	Mahindra and Mahindra Financial Services Pvt Ltd.	