

elets
INDIA
BRAND
Awards 2024

21st June 2024 | New Delhi

Categories	Organisations
Organisational Awards	
Most Creative Production House of The Year	<i>Boathouse Media & Kotak Life – KGFB & Tulip Films ft. Rajkummar Rao</i>
Education	<i>Boathouse Media & upGrad – Bus Of Opportunity</i>
Best Use of Omni Channel Marketing	<i>BornHi Digital & HSBC Mutual Fund for SIP Hai #FaydeWaliAadat</i>
Social Media Agency of the Year	<i>BornHi Digital</i>
BFSI	<i>HSBC Mutual Fund and BornHi Digital for SIP Hai #FaydeWaliAadat</i>
Use of Integrated Marketing	<i>HSBC Mutual Fund and BornHi Digital for SIP Hai #FaydeWaliAadat</i>
New Product Launch	<i>Tata Ace EV, Mancunianz</i>
BFSI	<i>SBI Securities (Thoda Karo Regular Karo), Mancunianz</i>
BFSI	<i>Aeon Credit Services India (Financial Dost), Mancunianz</i>
Automotive	<i>Tata Yodha 2.0 , Mancunianz</i>
Best Regional Content	<i>Tata Intra Pickups South India, Mancunianz</i>

Regional Campaign	<i>Tata Pickups Rajasthan, Mancunianz</i>
Best Email Marketing Campaign	<i>FG Glass (Your Favourite Glass), Mancunianz</i>
Best Small Budget Campaign	<i>SBI Securities (Thoda Karo Regular Karo), Mancunianz</i>
Real Estate & Construction	<i>The Right PR & Goel Ganga Developments for Unveiling a World of Possibilities: Goel Ganga Developments</i>
Travel & Hospitality	<i>The Right PR & The Tigress Ranthambore for KhammaGhani Sawai Madhopur</i>
Brand Of The Year Awards	<i>Eggoz for Anda ho to Aisa & NUPA Technologies</i>
Use of Digital Marketing/ Social Media	<i>ORRA Fine Jewellery for ORRA Festive Fiesta</i>
Real Estate Construction	<i>Ambuja Neotia & Utalika Luxury Panchami Tower - Let This World Be Yours</i>
Digital Marketing Agency of The Year	<i>Lets Digital Marketing for Best SEO Company Of The Year</i>
Best Use of PR	<i>Orion PR & Digital Pvt Ltd & Borzo for Data-Driven PR</i>
Transformational Growth	<i>Dr.Reddys Laboratories for Cough-Xpert Program</i>
Brand Rejuvenation	<i>Dr Reddy's Laboratories for CETIZENS Campaign</i>
Retail Consumer Products	<i>NP Digital India & Titan for How NP Digital India increased the footfalls through Digital Activations for Titan</i>
E-Commerce	<i>NP Digital India & Dimondrensu for How NP Digital India achieved 282% growth in Organic traffic for Diamondrensu</i>
Best Digital Marketing Campaign	<i>NP Digital India & Sofas & More for How NP Digital India achieved 399% growth in Leads for Sofas & More</i>
Best Festive Marketing Campaign	<i>Brand Street Integrated Consultancy Network & Croma for Alpona Design On Howrah Bridge</i>
Best Use of Mobile for Content Marketing Campaign	<i>CLIX Capital Services Pvt Ltd for CLIX Capital – Har Jazbe Ke Liye!</i>

Innovative use of Technology	<i>ReBid & BestSeller India</i>
Best Tech in Advertising	<i>ReBid & BestSeller India</i>
Customer Experience	<i>Capital Small Finance Bank</i>
Best Generative SEO & Google ads Performance Marketing Campaign of the year	<i>Osumare Marketing Solutions Pvt. Ltd. for Pitney Bowes India</i>
Best Integrated Branding Campaign of the Year	<i>Osumare Marketing Solutions Pvt. Ltd. for Tulsi Villa Project By Yashada Developers</i>
Most Innovative Marketing Campaign	<i>Ujjivan Small Finance Bank Limited, Ganesh Utsav 2023</i>
Best Cause-Led Campaign	<i>Dabur Red Toothpaste for DRTP Reverse with Red</i>
Best Celebrity-Driven Campaign	<i>Herb'l Charcoal x Chitrangada Singh</i>
Best Use of Audio/Video	<i>Dabur Odonil for Odonil Paytm Soundbox Partnership</i>
Seasonal Marketing Campaign	<i>Kenstar - AC Wali Thandak, Kenstar Coolers Mein</i>
Best Brand-Engagement Campaign	<i>Swiss Beauty Cosmetics Pvt. Ltd - BFF Bina Wedding Kaisa</i>
Customer Experience	<i>CP PLUS</i>
Leading Surveillance Brand	<i>CP PLUS</i>
Health & Wellness	<i>ZyduS Healthcare- MPOWER & BTN for Hair-Rise Campaign</i>
Best Use of Short Video Platforms	<i>Dabur Chyawanprash for Lallantop Sehat Campaign</i>
Seasonal Marketing	<i>AlphaX for Zeel Rainwear - Designed for Motion</i>
Best Use of YouTube	<i>Dabur Real x Motu Patlu</i>
Best Festive Marketing Campaign	<i>Dabur Real Diwali Campaign</i>
New Product Launch	<i>Aditya Birla Finance – Udyog Plus Launch</i>
Brand of the Year	<i>Microscan Infocommtech Pvt Ltd</i>
Best Data Interoperability Framework of the Year	<i>Verismart.ai</i>
Emerging Tech for Customer Experience	<i>Pingbix</i>
Best Hyperlocal AdTech Platform	<i>Blis</i>
Leadership Awards	
CMO Leadership Award	<i>Vijay Kumar Pampana, Head of Marketing,</i>

	<i>P&G Health</i>
CX Rising Star Award	<i>Neeraj Sharma, Group Product Manager, Dr Reddy's Laboratory</i>
Digital Marketer of the Year	<i>Aashish Kumar Jain, Assistant General Manager - Marketing & Communications, Apollo TeleHealth</i>
Agency Head of the Year	<i>Mr. Rajat Khaitan-Founder & CEO, StepOneXP</i>
Digital Male Leader Of The Year	<i>Mr. Sonal Shrivastav - Digital Marketing Head, Kenstar</i>
Head Marketing Of The Year	<i>Ms Neha Khullar - Marketing Head, Kenstar</i>