

| Sno.   | Category                            | Campaign Name                                | Brand / Agency Name   | Nature of Award |
|--|-------------------------------------|--|---|-----------------|
| <b>CAMPAIGN, MEDIUM &amp; SECTOR-SPECIFIC CATEGORIES</b> |                                     |  |   |                 |
| 1  | New Brand/ Product Launch Campaign  | Content Ko Jode instant aur rakhe permanent  | Asian Paints Loctite quick & Madison Media                        | Bronze          |
|  |                                     | MG Hector India Launch: 'It's A Human Thing' | MG Motor India  | Silver          |
|  |                                     | #SilentPerformers                            | Haier Appliances India Pvt. Ltd.                                  | Gold            |
| 2  | Re-brand/Re-vamp Campaign           | India, beyond boundaries                     | HSBC India  | Bronze          |
|  |                                     | Friends of Chocos                            | Kellogg India, Ogilvy, GroupM                                     | Silver          |
|  |                                     | Tata Tea Premium Desh Ki Chai                | Tata Tea Premium & MullenLowe Lintas Group, India & Icarus Design | Gold            |
| 3  | Best Not for Profit Campaign        | Sangeet Setu                                 | Isra & Moving Pixels Private Limited                              | Silver          |
|  |                                     | #UnitedLikeKhichdi                           | Annamrita & Zensciences   | Gold            |
| 4  | Best CSR Campaign                   | Breast Buffer                                | ALTBalaji   | Gold            |
|  |                                     | Project Streedhan                            | DSM Pvt. Ltd. & FCBIIndia Advertising LLP                         | Gold            |
| 5  | Best Customer Relationship Campaign | Ecafez Qualithon                             | Tata astrum HR Coils & Sheets & Versus Communications             | Bronze          |
|  |                                     | SAFETY FIRST                                 | Tata astrum HR Coils & Sheets & Versus Communications             | Silver          |
|  |                                     | #DealersAddColor                             | Asian Paints Corporate & Madison Media                            | Gold            |

|   |                                |                   |   |        |
|---|--------------------------------|-------------------|---|--------|
| 6 | Best Consumer Insight Campaign | IndiGo Abroad     | IndiGo (InterGlobe Aviation Ltd) & Wieden+Kennedy Delhi | Bronze |
|   |                                | Project Streedhan | DSM Pvt. Ltd. & FCBIIndia Advertising LLP               | Silver |
|   |                                | Mat Kar Forward   | TikTok India & Kinnect                                  | Gold   |

|   |                              |  |                              |        |
|---|------------------------------|--|------------------------------|--------|
| 7 | Best Technology Led Campaign | Oppo Billion Beats                         | Oppo & ITW Playworx Pvt Ltd. | Bronze |
|   |                              | "Ok Flipkart, Deliver Exponential Results" | Google & Flipkart Ads        | Silver |
|   |                              | PlayAt7                                    | Star Movies                  | Gold   |

|   |                                      |                                 |  |        |
|---|--------------------------------------|---------------------------------|--|--------|
| 8 | Best Small Budget Marketing Campaign | #YouMadeItCLiQ                  | TATA CLiQ & Social Beat                    | Bronze |
|   |                                      | Piles Free India                | Apollo Spectra Hospitals                   | Silver |
|   |                                      | Aashirvaad Svasti Immunity Song | Aashirvaad Svasti Milk, ITC & Team Pumpkin | Gold   |

|   |                   |  |                               |        |
|---|-------------------|--|-------------------------------|--------|
| 9 | Best B2B Campaign | An initiative by Harman Automotive - Experiences Per Mile                  | Harman & Zensciences          | Bronze |
|   |                   | Unveiling the Next-Gen Data Storage Systems in India (Dell EMC PowerScale) | Dell Technologies & 20:20 MSL | Silver |
|   |                   | From 5G stakeholder sensitization to thought leadership                    | Ericsson & Archetype          | Gold   |

|    |                   |   |   |        |
|----|-------------------|---|---|--------|
| 10 | Best B2C Campaign | Family Jingalala  | Tata Sky & Ogilvy & Mather Pvt. Ltd.                              | Bronze |
|    |                   | HDFC Bank Ek Festival Aisa Bhi: Make Every Wish Come True | HDFC Bank Ltd. & Vizeum India                                     | Silver |
|    |                   | #HappyATHome with Hershey's                               | Hershey's India & Interactive Avenues - A Reprise Network Company | Gold   |

|    |                                 |                                       |                    |        |
|----|---------------------------------|---------------------------------------|--------------------|--------|
| 11 | Best Content Marketing Campaign | Amazon Prime Original   Paatal Lok    | Amazon Prime Video | Silver |
|    |                                 | Game Of Thrones- Weaponising Spoilers | Disney+ Hotstar    | Gold   |

|    |                                    |   |                                       |        |
|----|------------------------------------|---|---------------------------------------|--------|
| 12 | Best Influencer Marketing Campaign | From Packaging To Pop Culture: LAYS Smile Story | PepsiCo India (LAY'S) & Edelman India | Bronze |
|    |                                    | Bola Tha Na                                     | AB InBev India & Rusk Media           | Silver |
|    |                                    | At Home With Airbnb                             | Airbnb India & Edelman India          | Gold   |

|    |                                    |                               |   |        |
|----|------------------------------------|-------------------------------|---|--------|
| 13 | Best Integrated Marketing Campaign | #SilentPerformers             | Haier Appliances India Pvt. Ltd.  | Bronze |
|    |                                    | Tata Tea Premium Desh Ki Chai | Tata Tea Premium & MullenLowe Lintas Group, India & Wavemaker & Dentsu Impact | Silver |
|    |                                    | Nicotex - We Believe You Can  | Cipla Health Ltd. & Spring Marketing Capital                                  | Gold   |

|    |                 |                          |  |        |
|----|-----------------|--------------------------|--|--------|
| 14 | Branded Content | #FabOnWithLivon          | Livon & Ogilvy                           | Bronze |
|    |                 | Where The Heart Is!      | Asian Paints Corporate & Madison Media   | Silver |
|    |                 | Adding masala to banking | Axis Bank Ltd. & MullenLowe Lintas Group | Gold   |

|    |  |  |   |        |
|----|--|--|---|--------|
| 15 | Best Marketing Campaign During Covid 19 Lockdown | Stay fresh behind the mask with Center fresh | Perfetti Van Melle India Private Limited & Creativeland Asia, Gurgaon         | Silver |
|    |  | Iss Baar #BadonKeLiye Jaago Re               | Tata Tea Premium & MullenLowe Lintas Group, India & Wavemaker & Dentsu Impact | Gold   |

|    |                                |                                    |   |        |
|----|--------------------------------|------------------------------------|---|--------|
| 16 | Best Local / Regional Campaign | PROLYTE – Energy Lamba Chalne Ki   | PROLYTE & The Womb Communications   | Bronze |
|    |                                | Papa Ko Pata Chala To?             | Tata Sky & Ogilvy & Mather Pvt. Ltd.  | Silver |
|    |                                | Tata Tea Premium Dil Se Rich Dilli | Tata Tea Premium & MullenLowe Lintas Group, India & Wavemaker & Dentsu Impact | Gold   |

|    |                                      |                                    |                                     |        |
|----|--------------------------------------|------------------------------------|-------------------------------------|--------|
| 17 | Best Campaigns Targeting Millennials | Amazon Prime Original   Paatal Lok | Amazon Prime Video                  | Bronze |
|    |                                      | First Time Voter                   | BJP & Moving Pixels Private Limited | Silver |
|    |                                      | Propah Lady                        | PUMA Sports India Pvt. Ltd.         | Gold   |

|    |                   |  |   |        |
|----|-------------------|--|---|--------|
| 18 | Best use of Video | Step Forward with Center fresh Mints- a Women's Day Initiative | Perfetti Van Melle India Private Limited & Creativeland Asia, Gurgaon | Bronze |
|    |                   | Project Streedhan  | DSM Pvt. Ltd. & FCBIndia Advertising LLP                              | Silver |
|    |                   | Real Life Real Stories ft. Suyash Jadhav                       | SBI Life Insurance & WATConsult                                       | Silver |
|    |                   | #It'sJustaperiod   | Stayfree India  | Gold   |

|    |                   |   |   |        |
|----|-------------------|---|---|--------|
| 19 | Best use of Radio | HDFC Bank Ek Festival Aisa Bhi: Make Every Wish Come True | HDFC Bank Ltd. & Vizeum India                                     | Silver |
|    |                   | Shyne Waale Kisse   | Asian Paints Ace Shyne and Tractor Emulsion Shyne & Madison Media | Gold   |

|    |                   |                                     |  |        |
|----|-------------------|-------------------------------------|--|--------|
| 20 | Best use of Print | The Filter Coffee Pour              | iD Fresh Food & People Design and Communications | Silver |
|    |                   | World Family Day with Club Mahindra | Mahindra Holidays and Resorts India Ltd.         | Gold   |

|    |                |                                |  |        |
|----|----------------|--------------------------------|--|--------|
| 21 | Best use of TV | MG Hector - It's A Human Thing | MG Motor India                         | Bronze |
|    |                | Khushiyon Bhara Hafta          | Asian Paints Corporate & Madison Media | Silver |
|    |                | Family Jingalala               | Tata Sky & Ogilvy & Mather Pvt. Ltd.   | Gold   |

|    |                     |   |  |        |
|----|---------------------|---|--|--------|
| 22 | Best use of Digital | Amazon Prime Original   Comicstaan 2  | Amazon Prime Video                               | Bronze |
|    |                     | "Flipkart uses audience Intel to set new benchmarks!"                             | Intel & Flipkart Ads                             | Bronze |
|    |                     | Chupa Chups - Forever Fun (Unlocking the confectionery potential in young adults) | CHUPA CHUPS & Ogilvy and Mather & Grapes Digital | Silver |
|    |                     | Kiska Hoga Thinkistan 2 - #Ideachor   | MX Player  | Gold   |

|    |                |   |  |      |
|----|----------------|---|--|------|
| 23 | Best use of PR | IndiGo Flying High Despite Cockpit Battle | IndiGo (InterGlobe Aviation Ltd) & Genesis BCW | Gold |
|----|----------------|---|--|------|

|    |                    |   |                       |        |
|----|--------------------|---|-----------------------|--------|
| 24 | Best use of Mobile | "Ok Flipkart, Deliver Exponential Results"                        | Google & Flipkart Ads | Bronze |
|    |                    | Amazon Prime Original   Comicstaan 2 - APAC's Funniest "BOT DOST" | Amazon Prime Video    | Silver |
|    |                    | 50 Shades of Ishq   | Bobble AI             | Gold   |

|    |                          |                                       |                 |        |
|----|--------------------------|---------------------------------------|-----------------|--------|
| 25 | Best use of Social Media | Gentleman Kisey Kehtein Hai           | The Man Company | Bronze |
|    |                          | Kiska Hoga Thinkistan 2 - #Ideachor   | MX Player       | Silver |
|    |                          | Game Of Thrones- Weaponising Spoilers | Disney+ Hotstar | Gold   |

|    |                                  |                   |  |        |
|----|----------------------------------|-------------------|--|--------|
| 26 | Best use of Experiential/ Events | Project Streedhan | DSM Pvt. Ltd. & FCBIndia Advertising LLP       | Silver |
|    |                                  | Amazon Smbhav     | Amazon India Pvt. Ltd. & Vibgyor Brand service | Gold   |

|    |                                 |   |           |        |
|----|---------------------------------|---|-----------|--------|
| 27 | Best use of Outdoor Advertising | Ready-To-Move-In Homes At Rustomjee Virar | RUSTOMJEE | Silver |
|----|---------------------------------|---|-----------|--------|

|    |                       |   |  |        |
|----|-----------------------|---|--|--------|
| 28 | Best Campaign in BFSI | Think Quality. Think Equity. Think Motilal Oswal. | Motilal Oswal Financial Services Limited | Silver |
|    |                       | Add An Ad   | HDFC Bank & Kinnect                      | Silver |

|    |   |                                     |  |        |
|----|---|-------------------------------------|--|--------|
| 29 | Best Campaign in Health & Wellness Sector | Project Streedhan                   | DSM Pvt. Ltd. & FCBIndia Advertising LLP | Silver |
|    |   | 'Namaste' - Himalaya Pure Hands     | Himalaya Pure Hands & Motivator          | Silver |
|    |   | Cipla Breathefree #InhalersHainSahi | Cipla & Schbang Digital Solutions        | Gold   |

|    |  |  |   |        |
|----|--|--|---|--------|
| 30 | Best Campaign in Media & Entertainment | Climate Change - The Global Warning    | Sony BBC Earth & Advertising Bureau & Consultants | Bronze |
|    |  | Amazon Prime Original   Paatal Lok     | Amazon Prime Video                                | Silver |
|    |  | Yuvi retires, Chhada hires- The Office | Disney+ Hotstar                                   | Gold   |

|    |  |                    |  |        |
|----|--|--------------------|--|--------|
| 31 | Best Campaign in Fashion, Beauty & Lifestyle | #DulhanWaliFeeling | Mohey-Vedant Fashions Private Limited & Shreyansh Innovations Private limited    | Silver |
|    |  | #TaiyaarHokarAaiye | Manyavar-Vedant Fashions Private Limited & Shreyansh Innovations Private limited | Gold   |

|    |                       |   |   |        |
|----|-----------------------|---|---|--------|
| 32 | Best Campaign in FMCG | Chupa Chups - Forever Fun (Unlocking the confectionery potential in young adults) | CHUPA CHUPS & Ogilvy and Mather & Grapes Digital                              | Bronze |
|    |                       | LAY'S Gets India Smiling With Smile Deke Dekho                                    | PepsiCo India (LAY'S) & Wunderman Thompson & Mindshare & Edelman India        | Silver |
|    |                       | Tata Tea Premium Desh Ki Chai   | Tata Tea Premium & MullenLowe Lintas Group, India & Wavemaker & Dentsu Impact | Gold   |

|    |                                      |   |                          |        |
|----|--------------------------------------|---|--------------------------|--------|
| 33 | Best Campaign in Retail & E-Commerce | Dear man, hold the pan                                | Wonderchef & Social Beat | Bronze |
|    |                                      | "Flipkart uses audience Intel to set new benchmarks!" | Intel & Flipkart Ads     | Silver |
|    |                                      | Flipkart Big Billion Days (BBD) 2019                  | Flipkart & Edelman       | Silver |

| Special Category |                            |   |  |      |
|------------------|----------------------------|---|--|------|
| 34               | Marketer of the Year       | Puneet Das - Sr. Vice President Marketing – Packaged Beverages, India | Tata Consumer Products                   | Gold |
| 35               | Campaign of the Year       | Project Streedhan   | DSM Pvt. Ltd. & FCBIndia Advertising LLP | Gold |
| 36               | Brand of the Year          | Tata Tea Premium  |  | Gold |
| 37               | Lifetime Achievement Award | Bhaskar Bhat  |  | Gold |