

S No.	Category	Winner
1	Best Financial Inclusion Initiatives of the Year [Bank]	AU Small Finance Bank
2	Best Financial Inclusion Initiatives of the Year [Insurance]	Canara HSBC Oriental Bank Of Commerce Life Insurance
3	Best Marketing Initiative of the Year [Banks]	Airtel Payments Bank
4	Best Marketing Initiative of the Year [Insurance]	1. Aditya Birla Health Insurance Ltd. (Gold Winner)
5		2. Max Life Insurance (Silver Winner)
6	Best Marketing Initiative of the Year [AMC]	Motilal Oswal Asset Management Company Ltd.
7	Best Marketing Initiative of the Year [Fintech]	KreditBee
8	Best Digital Customer Experience Initiative [Banks]	DBS Bank
9	Best Digital Customer Experience Initiative [Insurance]	Bajaj Allianz Life Insurance Company (Smart Assist)
10	Best Digital Customer Experience Initiative [NBFC]	Aditya Birla Housing Finance Company
11	Best Digital Customer Experience Initiative [Investment Management]	Aditya Birla SunLife AMC Ltd.
12	Best Covid Strategy Implemented - Customer Experience [Banks]	ICICI Bank (DIAMOND)
13	Best Covid Strategy Implemented - Customer Experience [Insurance]	HDFC Ergo General Insurance Ltd.
14	Best FinTech Partnership/Start-up Alliance Initiative of the Year [Banks]	Equitas Small Finance Bank
15	Best FinTech Partnership/Start-up Alliance Initiative of the Year [Insurance]	Max Life Insurance
16	Best Use of Emerging Technology for business growth [Insurance/Insurtech]	ICICI Prudential Life Insurance Company Ltd.
17	Best Use of Emerging Technology for business growth [Fintech/Neo Bank]	Kaleidofin Private Limited
18	Innovative Payment Initiative of the Year [Banks]	ICICI Bank (Simplified GST)
19	Innovative API/Open Banking model [Fintech]	Fedo
20	Innovative API/Open Banking model [Banks]	DBS Bank
21	Innovative Analytics Implementation initiative of the year [Banks]	ICICI Bank (One Bank One flow)
22	Best Cyber Security Initiative of the Year [Insurance]	Aditya Birla Sun Life Insurance Ltd.
23	Best Payments Solutions Provider of the Year [Technology Vendor]	VuNet Systems Private Limited
24	Best IT Security Service Provider of the Year [Technology Vendor]	FSS(Financial Software and Systems)