SEGMENT	CATEGORY	Description	Shortlisting criteria	L1 (Evaluation criteria)
BANKS	**Best CASA Performance in Banking**	This award recognizes a bank that has demonstrated exceptional performance in building and maintaining its Current Account and Savings Account (CASA) portfolio. Submissions should highlight strategic initiatives, digital onboarding, customer segmentation, and product innovation that led to measurable growth in CASA ratio, cost-effective deposit mobilization, and long-term customer retention.	• Operational in India for at least 3 years • Implemented digital onboarding for CASA customers • At least one innovation in CASA product design or delivery in last 12 months • Compliance with RBI's KYC and AML guidelines	(a) Innovation and Strategy (25%) (b) Growth (25%) (c) Customer Metrics (25%) (d) Operational and Financial (25%)
BANKS	**Best Innovation in Digital Lending**	This award is given to the bank that has redefined the digital lending journey leveraging technology, analytics, automation, and alternative data to deliver fast, secure, and scalable credit solutions. Key metrics include turnaround time reduction, digital underwriting models, customer acquisition efficiency, and financial inclusion through digital channels	• Launched or upgraded digital lending platform in last 2 years • Use of alternative data or AI/ML in underwriting or risk assessment • Compliance with RBI's digital lending guidelines	(a) Initiative Summary (25%) (b) Customer Centricity (25%) (c) Impact of the Initiative/Solution (30%) (d) Innovation (20%)
BANKS	**Best Financial Inclusion Initiative**	This category recognizes a bank that has made significant strides in bridging the financial access gap through inclusive and sustainable strategies. Submissions should showcase rural outreach, gender inclusion, PMJDY-linked programs, digital onboarding in underserved regions, or tailored product design for low-income or unbanked populations.	• Active financial inclusion programs for at least 2 years • Outreach in rural or underserved regions across at least 5 states • At least 100,000 new accounts opened under inclusion initiatives in last 12 months • Integration with government schemes like PMJDY, DBT, or SHG financing • Compliance with RBI's financial inclusion and priority sector lending norms	(a) Accessibility (30%) (b) Partnership (30%) (c) Business Growth (40%)
BANKS	**Excellence in Security & Fraud Risk Management**	This category recognizes banks that have implemented outstanding frameworks, technologies, and initiatives to strengthen security and mitigate fraud risks. It honors comprehensive strategies that safeguard customer data, ensure transaction integrity, and build trust through proactive fraud detection, prevention, and response mechanisms.	• Operational for minimum 3 years in India • Implementation of multi-layered security architecture (e.g., MFA, encryption, tokenization) • Compliance with RBI cybersecurity and data protection guidelines	(a) Security Architecture (30%) (b) Fraud Detection & Response (40%) (c) Regulatory & Customer Trust (30%)
BANKS	**Best Operations Excellence Initiative**	This category celebrates operational transformation initiatives that have driven measurable improvements in efficiency, accuracy, cost optimization, and customer satisfaction. Submissions can cover automation, process redesign, digitization of backend systems, lean process models, or AI/ML-enabled ops intelligence.	• Must have implemented a major operations transformation in the last 2 years. • Use of automation, RPA, AI/ML, or lean process models. • At least one backend system digitization or integration initiative. • Must have internal audit or quality assurance mechanisms in place.	(a) Initiative Summary (30%) (b) Effectiveness of the initiative (40%) (c) Impact of initiative (30%)
BANKS	**Excellence in Generative AI Innovation in Banking**	This award recognizes pioneering efforts in leveraging Generative AI to reshape banking operations, customer engagement, or product innovation. Eligible projects may include AI-powered assistants, automated content generation, risk modeling, code automation, or hyper-personalized banking experiences driven by GenAI technologies.	• Must have deployed a GenAI solution in a live environment in the last 12 months. • Use cases may include AI assistants, content generation, code automation, or hyper-personalization. • GenAI models must be secure, and compliant with data privacy norms. • At least 10,000 interactions or transactions powered by GenAI.	(a) Initiative Summary & Use Cases (20%) (b) Operational Efficiency & Impact (30%) (c) Technology Advancement & Accuracy (25%) (d) ROI & Governance (25%)
BANKS	**Excellence in Digital Customer Experience & Engagement**	This category honors a bank that has created an exceptional digital experience across the customer lifecycle spanning onboarding, service, support, and retention. This category highlights seamless omnichannel customer journeys, personalized engagement, intuitive UX/UI design, innovations in mobile and internet banking, and a clear impact on customer satisfaction and loyalty.	• Must have a digital platform (app/web) with at least 100,000 active users. • Demonstrated improvements in onboarding, service, and support journeys. • Use of personalization, AI-driven engagement, or omnichannel strategies. • At least one innovation in customer engagement in the last 12 months. • Measurable impact on customer satisfaction, retention, or NPS.	(a) Initiative Summary (20%) (b) Operational Efficiency (15%) (c) Impact of the Initiative (15%) (d) Customer Journey Innovation (20%) (e) Customer Engagement and Satisfaction (30%)
BANKS	**Product / Service Innovation of the Year**	This award honors a bank that launched a groundbreaking product or service during the eligibility period, driving customer impact, financial inclusion, or operational efficiency in areas like retail, corporate, digital banking, or payments.	• Product/service must have been launched or significantly enhanced in the last 12 months. • Demonstrated innovation in design, delivery, or value proposition. • Evidence of customer adoption or market traction. • Must comply with applicable regulatory guidelines.	(a) Business Growth (40%) (b) Customer Centricity (30%) (c) Technology Investment (30%)

SEGMENT	CATEGORY	Description	Shortlisting criteria	L1 (Evaluation criteria)
BANKS	**Data Driven Growth Strategy**	This category rewards a bank that has effectively harnessed data and analytics to drive strategic decision-making, revenue generation, or customer value. Submissions may cover AI/ML-based analytics platforms, customer segmentation, cross-sell/up-sell strategies, churn prediction models, or risk analytics frameworks.	• Must have implemented a data-driven initiative in the last 2 years. • Use of AI/ML or advanced analytics in decision-making or personalization. • Demonstrated impact on revenue, customer retention, or acquisition. • Evidence of data governance and responsible data usage. • Use of segmentation, churn prediction, or cross-sell models. • Measurable business outcomes from data initiatives.	(a) Initiative Summary (30%) (b) Uniqueness of the solution (40%) (c) Impact of the Initiative (30%)
BANKS	**Excellence in Sustainable & Responsible Banking**	This award honors a bank that has successfully embedded Environmental, Social, and Governance (ESG) principles into its core business strategy while aligning them with impactful Corporate Social Responsibility (CSR) initiatives. It recognizes efforts that drive sustainable growth, ethical governance, climate-conscious finance, and meaningful community engagement delivering long-term value for both stakeholders and society through a structured and measurable approach.	• Must have an ESG or sustainability strategy integrated into core operations. • Evidence of green finance, climate risk management, or sustainable lending. • Demonstrated CSR initiatives with measurable community impact. • ESG disclosures or ratings from recognized agencies. • Governance practices aligned with ethical and responsible banking. • At least one initiative targeting environmental or social sustainability.	(a) Initiative Summary (20%) (b) Impact of the initiatives (20%) (c) Products & services (20%) (d) Recognition and rewards (10%) (e) Impact of sustainable offerings (30%)
BANKS	**Workplace Transformation & People Excellence in Banking**	This category recognizes outstanding initiatives in organizational culture, workforce development, and HR innovation. Submissions should highlight L&D programs, DEI efforts, employee engagement, hybrid work models, leadership pipelines, or digital HR transformation with measurable outcomes.	• Must have implemented a people transformation initiative in the last 2 years. • Use of digital HR tools or hybrid work models. • Leadership development or succession planning initiatives.	(a) Employee Centricity (40%) (b) D & I Budget (30%) (c) Diversity In Leadership (30%)
BANKS	**Best Embedded Finance Initiative by a Bank**	This category honors a bank that has successfully integrated its financial products and services into non-banking platforms, ecosystems, or consumer journeys through embedded finance solutions. The award recognizes strategic collaborations, API-driven integrations, or white-labeled offerings that make banking services seamlessly accessible within everyday digital experiences.	• Must have launched an embedded finance solution in the last 2 years. • Integration with at least one non-banking platform or ecosystem. • Demonstrated impact on customer acquisition or engagement. • Compliance with regulatory and data privacy norms.	(a) Innovation & Model Design (20%) (b) Market Impact & Performance (30%) (c) Client Satisfaction & Adoption (30%) (d) Risk & Regulatory Compliance (20%)
BANKS	**Excellence in Credit Card Innovation and Customer Value**	This category honors banks that have redefined the credit card proposition by blending innovation, technology, and customer-centric design. It recognizes offerings that deliver exceptional value through rewards, personalization, and lifestyle benefits, while also enhancing the user journey with seamless onboarding, intuitive features, security, and superior digital experiences.	• Launch or revamp of credit card product in last 24 months • Unique rewards or lifestyle benefits tailored to customer segments • Mobile-first experience available • PCI DSS compliance and fraud protection mechanisms	(a) Innovation & Personalization (40%) (b) Customer Experience (30%) (c) Security & Compliance (30%)
BANKS	**Best Co-Branded Card Partnership**	This category honors a co-branded card partnership between a bank and a non-banking entity (e.g., retail, travel, e-commerce, fuel, OTT, or lifestyle brands) that delivers unique value to cardholders. It celebrates synergy in branding, seamless customer experience, and meaningful benefits that go beyond transactional utility.	• Must have an active co-branded card partnership launched in the last 2 years. • Unique value proposition or benefits for cardholders. • Compliance with card issuance and partnership norms. • Measurable outcomes from the co-branded initiative.	(a) Partnership Strategy & Design (25%((b) Customer Engagement & Loyalty (30%) (c) Usage & Financial Impact (25%) (d) Rewards & Value Proposition (20%)
BANKS	**Best Marketing Initiative Of The Year**	This award recognizes a marketing initiative by a bank that successfully enhanced brand presence, engaged customers, and advanced business objectives through strategic and creative execution. The initiative may be a single high-impact campaign or a broader, long-term program. It highlights innovation, effective use of digital and traditional channels, and measurable impact in driving customer acquisition, retention, trust, or loyalty.	• Campaign must have been executed in the last 12 months. • Alignment with brand values and customer needs.	(a) Impact of the Initiative (30%) (b) Customer Centricity (40%) (c) Effectiveness of initiative (30%)
INSURANCE	**Best Technology and Data Innovation**	This category honors insurers that have successfully leveraged transformative technologies and advanced data intelligence to enhance operations, risk management, customer service, and product delivery. It recognizes initiatives spanning cloud, APIs, RPA, blockchain, AI/ML, and advanced analytics that have delivered measurable business value, improved customer outcomes, and driven innovation in the insurance sector.	• Deployment of at least two advanced technologies (e.g., AI/ML, blockchain, RPA, APIs) • Use of predictive analytics or data models in underwriting or claims • Demonstrated improvement in operational efficiency or customer outcomes • Regulatory compliance with IRDAI tech and data norms	(a) Tech Adoption (30%) (b) Business Impact (40%) (c) Compliance & Scalability (30%)

SEGMENT	CATEGORY	Description	Shortlisting criteria	L1 (Evaluation criteria)
INSURANCE	**Best Digital Insurance Platform / Application**	This category recognizes the most innovative and user-centric digital solution in the insurance industry, whether in the form of a mobile app, web app, or digital platform. It honors insurers, insurtechs, brokers, aggregators, and technology providers that have enabled seamless policy purchase, servicing, and renewal while delivering intuitive design, strong adoption, and a frictionless customer experience.	• Platform launched or significantly upgraded in last 18 months • End-to-end digital policy lifecycle (quote, purchase, service, renewal) • Integration with payment gateways, e-KYC, and chatbot support • Minimum 100,000 active users or policies serviced digitally	(a) Platform Design & UX (40%) (b) Adoption & Engagement (30%) (c) Integration & Accessibility (30%)
INSURANCE	**Best Claims Management Initiative**	This category honors an insurer that has transformed its claims process through digitalization, automation, and customer-first design. This category recognizes tech-driven claims settlement initiatives that effectively reduce turnaround time, increase transparency, enhance fraud detection, and improve claimant satisfaction.	• End-to-end digital claims process implemented • Minimum of 10,000 claims processed digitally in the last 12 months • Reduction in average claim settlement time by at least 30% • Use of automation, AI/ML, or fraud detection tools • Transparent communication and real-time claim tracking • Evidence of improved claimant satisfaction	(a) Delivery Excellence (40%) (b) Customer Satisfaction (30%) (c) Customer Service (30%)
INSURANCE	**Excellence in Generative AI Innovation**	**This award celebrates pioneering efforts in applying Generative AI within the insurance lifecycle across areas such as underwriting, claims automation, content generation, chatbot deployment, and personalization.**	• Must have deployed a GenAI solution in a live environment in the last 12 months. • Use cases may include AI assistants, content generation, code automation, or hyper-personalization. • GenAI models must be secure, and compliant with data privacy norms. • At least 10,000 interactions or transactions powered by GenAI.	(a) Initiative Summary (20%) (b) Impact of the initiative (30%) (c) Operational Efficiency (20%) (d) Innovation (30%)
INSURANCE	**Excellence in Digital Customer Experience & Engagement**	This category recognizes a comprehensive digital approach to enhancing customer journeys from onboarding and policy servicing to retention and upselling. Entr+I21+D22+I21++++D22:E22	• Omnichannel digital servicing and support • Personalized engagement using AI or analytics • Minimum of 100,000 digitally active customers • Demonstrated improvements in NPS or customer satisfaction • Multilingual and inclusive design • Evidence of proactive communication and retention strategies	(a) Initiative Summary (20%) (b) Operational Efficiency (15%) (c) Impact of the Initiative (15%) (d) Customer Journey Innovation (20%) (e) Customer Engagement and Satisfaction (30%)
INSURANCE	**Best Use of Tech & Initiatives to Combat Fraud**	This category acknowledges the strategic use of technology to proactively prevent, detect, and mitigate fraud across the insurance value chain. Entries may include AI/ML models for fraud scoring, network detection systems, anomaly tracking tools, or analytics platforms. Measurable impact on fraud prevention and customer trust will be key.	• Use of AI/ML, anomaly detection, or network analytics for fraud prevention • Minimum of 1,000 fraud cases detected or prevented in the last 12 months • Demonstrated reduction in fraud-related losses • Integration with claims and underwriting workflows	(a) Cost Analysis of the initiative (30%) (b) Effectiveness of the initiative (40%) (c) Impact of the initiative (30%)
INSURANCE	**Product / Service Innovation of the Year**	This award celebrates the most impactful and original product or service launched by an insurer. The winning innovation should address emerging customer needs, create new market opportunities, or enhance value delivery whether through new-age covers (e.g. cyber, climate), modular plans, embedded offerings, or usage-based models.	• Product/service launched in the last 12 months • Demonstrated innovation in design, delivery, or value proposition • Minimum of 25,000 policies sold or users acquired	(a) Business Growth (40%) (b) Customer Centricity (30%) (c) Technology Investment (30%)
INSURANCE	**Best Embedded Insurance Experience**	This award is presented to the insurer that has most successfully embedded insurance offerings into partner ecosystems such as e-commerce, mobility, fintech, or healthcare platforms creating seamless, contextual, and low-friction protection experiences. Key metrics include adoption, conversion rates, and customer satisfaction.	• Active embedded partnerships in at least two sectors • Minimum of 50,000 embedded policies sold in the last 12 months • Compliance with IRDAI and data privacy norms	(a) Initiative Design & Integration (25%) (b) Market Adoption & Performance (30%) (c) Customer Experience & Loyalty (30%) (d) Compliance & Risk Management (15%)
INSURANCE	**Excellence in Green Insurance & Responsible Practices**	This category honors insurers that have demonstrated a commitment to sustainability through green product offerings, ESG-aligned investments, responsible underwriting, or eco-conscious operations. Submissions should highlight measurable environmental and social impact, and alignment with global ESG standards.	• At least one green insurance product or ESG-aligned initiative • Responsible underwriting and eco-conscious operations • Alignment with global ESG standards • Minimum of 10,000 green policies issued	(a) Green Product Strategy (40%) (b) ESG-Aligned Investments (30%) (c) Sustainable Operations & Underwriting (30%)
INSURANCE	**Workplace Transformation & People Excellence**	This award celebrates insurers that have implemented progressive workforce strategies focused on culture, DEI (diversity, equity & inclusion), digital skills, well-being, and leadership development. It recognizes efforts that foster a culture of growth, adaptability, and improved performance in a dynamic work environment.	• Active DEI and employee well-being programs • Digital skills training or leadership development initiatives • Minimum of 75% employee participation in transformation programs • Recognition or certification for workplace excellence	(a) Employee Centricity & Engagement (35%) (b) DEI Strategy & Investment (30%) (c) Workplace Innovation & Flexibility (20%) (d) Recognition & Impact (15%)

SEGMENT	CATEGORY	Description	Shortlisting criteria	L1 (Evaluation criteria)
INSURANCE	**Best Rural Initiative**	This category recognizes an insurance company that has made significant strides in expanding insurance access, awareness, and adoption in rural or underserved regions of India. It celebrates initiatives that have been inclusive, impactful, and tailored to the unique needs of rural populations whether in health, life, agriculture, or general insurance.	• Rural outreach programs in at least 5 states • Minimum of 100,000 rural policies issued • Alignment with IRDAI rural and social sector obligations	(a) Reach & Accessibility (30%) (b) Community Engagement & Enablement (25%) (c) Claims & Service Performance (25%) (d) Initiative Summary & Innovation (20%)
INSURANCE	**Best Marketing Initiative of the Year**	This category celebrates a marketing initiative that elevated brand presence and deepened customer trust in the insurance sector. It highlights campaigns or programs that creatively used data driven strategies and multi channel outreach to educate customers, promote product adoption, and deliver measurable impact on awareness, engagement, and business growth.	• Campaign executed within last 12 months • Multi-channel strategy (digital, TV, print, OOH, influencer, etc.)	(a) Impact of the Initiative (30%) (b) Customer Centricity (40%) (c) Effectiveness of initiative (30%)
NBFC / HFC / MFI	**Excellence in Digital Customer Experience & Engagement**	This award honors institutions that have built frictionless, personalized, and engaging digital customer journeys. Eligible entries may showcase omnichannel touchpoints, intuitive app/website design, vernacular interfaces, self-service tools, or proactive engagement strategies that improved satisfaction, loyalty, or service metrics.	• Must have a digital platform with at least 100,000 active users • At least one innovation in customer engagement in the last 12 months • Measurable impact on customer satisfaction or NPS	(a) Initiative Summary (20%) (b) Operational Efficiency (15%) (c) Impact of the Initiative (15%) (d) Customer Journey Innovation (20%) (e) Customer Engagement and Satisfaction (30%)
NBFC / HFC / MFI	**Best Digital Initiative in Loan Disbursement**	This category recognizes transformative digital initiatives that have accelerated and streamlined the loan disbursement process. It highlights innovations such as digital onboarding, e-KYC, automated underwriting, alternate credit scoring, and API-driven integrations that enable faster, more secure, and frictionless access to credit, particularly for retail and MSME borrowers.	• Must have launched or upgraded a digital disbursement solution in the last 2 years • At least 10,000 loans disbursed through the digital solution in the last 12 months • Must comply with RBI and regulatory norms	(a) Innovation (30%) (b) Customer Experience (25%) (c) Funding Process (25%) (d) Revenue and Impact (20%)
NBFC / HFC / MFI	**Best Innovation in Digital Lending**	This category honors the most impactful innovation in the digital lending ecosystem. Entries may showcase new product formats (BNPL, pay-per-use), AI/ML-based underwriting, alternative data usage, or customer-centric models that demonstrate originality, scalability, strong adoption, and measurable financial impact.	• Innovation must be launched within the last 2 years • At least 25,000 users or transactions supported by the innovation • Must comply with digital lending guidelines	(a) Initiative Summary (25%) (b) Customer Centricity (25%) (c) Impact of the Initiative/Solution (30%) (d) Innovation (20%)
NBFC / HFC / MFI	**Best Financial Inclusion Initiative**	This award recognizes NBFCs, HFCs, or MFIs that have expanded access to formal credit for underserved and excluded segments. It honors initiatives that bridge financial accessibility gaps through innovative lending models, alternate data, digital-first processes, and last-mile outreach. Affordable housing finance, MSME lending, and microcredit solutions that enable equitable and sustainable inclusion will also be recognized under this category.	• Initiative must be active for at least 1 year • Outreach in at least 5 underserved districts or regions • At least 50,000 new accounts or loans issued under the initiative • Must comply with financial inclusion and priority sector norms	(a) Accessibility (30%) (b) Partnership (30%) (c) Business Growth (40%)
NBFC / HFC / MFI	**Excellence in Generative AI Innovation**	This category recognizes transformative applications of Generative AI across the lending lifecycle. Examples include AI-powered chatbots, automated document generation, personalized engagement, synthetic data modeling, or internal process automation with proven utility and business impact.	• Must have deployed a GenAI solution in a live environment in the last 12 months. • Use cases may include AI assistants, content generation, code automation, or hyper-personalization. • GenAI models must be secure, and compliant with data privacy norms. • At least 10,000 interactions or transactions powered by GenAI.	(a) Initiative Summary (20%) (b) Impact of the initiative (30%) (c) Operational Efficiency (20%) (d) Innovation (30%)
NBFC / HFC / MFI	Best Operations Excellence Initiative	This category rewards initiatives that have delivered measurable improvements in efficiency, accuracy, and scalability through digitization or process redesign. Submissions may include robotic process automation, straight-through processing, workflow optimization, or intelligent operations platforms.	• Initiative must have been implemented within the last 2 years • Use of automation tools such as RPA, workflow engines, or AI/ML-based ops intelligence • Minimum of 50,000 transactions or processes handled through the new system • Must comply with applicable regulatory and data governance standards	(a) Initiative Summary (30%) (b) Effectiveness of the initiative (40%) (c) Impact of initiative (30%)

SEGMENT	CATEGORY	Description	Shortlisting criteria	L1 (Evaluation criteria)
NBFC / HFC / MFI	Best Product / Service Innovation of the Year	This award celebrates unique financial products or services that address evolving customer needs. Eligible entries may include sector-specific loans, digitally bundled services, insurance-linked offerings, or financial wellness products that have achieved strong market acceptance.	• Product/service must have been launched or significantly enhanced in the last 12 months • Must address a specific customer pain point or emerging need • Must comply with applicable regulatory norms	(a) Business Growth (40%) (b) Customer Centricity (30%) (c) Technology Investment (30%)
NBFC / HFC / MFI	Excellence in Data-Driven Credit Innovation	This category recognizes institutions that have redefined credit delivery through advanced data intelligence and digital innovation. Entries may highlight AI/ML-driven risk models, alternative data scoring, inclusion-led lending, or scalable solutions that drive responsible and impactful credit growth.	• Use of data analytics, AI/ML, or alternative data in credit decisioning • Must have been operational for at least 12 months • Must comply with RBI/NHB/MFI lending norms	(a) Initiative Summary & Innovation (20%) (b) Operational Efficiency & Accuracy (30%) (c) Financial Inclusion & Impact (25%) (d)ROI & Governance (25%)
NBFC / HFC / MFI	Best Embedded Finance Partnership	This award honors NBFCs, HFCs, or MFIs that have strategically embedded financial offerings within partner ecosystems such as e-commerce, agri-tech, mobility, or healthcare. Submissions should demonstrate seamless integration, scale, customer impact, and agility delivered through the partnership model.	• Active embedded finance partnership live for at least 6 months • Must comply with applicable lending and data privacy regulations	(a) Initiative Design & Integration (25%) (b) Market Adoption & Performance (30%) (c) Customer Experience & Loyalty (25%) (d) Compliance & Risk Management (20%)
NBFC / HFC / MFI	Best Integrated ESG Strategy	This category celebrates institutions that have embedded environmental, social, and governance principles into their core strategy. Entries may showcase sustainable lending practices, responsible operations, community impact, and strong governance frameworks reflecting a holistic ESG approach.	• Documented ESG policy or framework aligned with global standards • At least one green or socially responsible lending initiative • Must comply with applicable ESG and sustainability reporting norms	(a) ESG Policy Framework (35%) (b) Climate-Conscious Lending (30%) (c) CSR & Community Impact (20%) (d) Governance Practices (15%)
NBFC / HFC / MFI	Workplace Transformation & People Excellence	This award recognizes organizations that have transformed their workforce strategy through digital HR adoption, culture-building, upskilling, and hybrid enablement. Submissions should highlight initiatives that improved productivity, engagement, retention, and employee well-being.	• Implementation of digital HR tools or platforms • Evidence of DEI (diversity, equity, inclusion) initiatives • At least one workforce upskilling or reskilling program • Hybrid or flexible work model adoption • Must comply with labor laws and HR best practices	(a) Employee Centricity & Engagement (35%) (b) DEI Strategy & Investment (30%) (c) Workplace Innovation & Flexibility (20%) (d) Recognition & Impact (15%)
NBFC / HFC / MFI	Best Marketing Initiative of the Year	This award honors creative and purpose-driven marketing initiatives that improved brand visibility, product adoption, or customer education. Eligible campaigns may include integrated marketing, performance-driven outreach, digital storytelling, or rural-focused initiatives with measurable results.	• Campaign executed within last 12 months • Multi-channel strategy (digital, TV, print, OOH, influencer, etc.)	(a) Impact of the Initiative (30%) (b) Customer Centricity (40%) (c) Effectiveness of initiative (30%)
AMC/ MF/ BF/ WM	Excellence in Generative AI Innovation	Celebrates organizations that have applied Generative AI in transformative ways across wealth and investment management. Examples include hyper personalized portfolio insights, automated research or content creation, synthetic data for testing, or AI enabled client servicing. Entries should demonstrate originality, scalability, and measurable business or investor impact.	• Must have deployed a GenAI solution in a live environment in the last 12 months. • Use cases may include AI assistants, content generation, code automation, or hyper-personalization. • GenAI models must be secure, and compliant with data privacy norms. • At least 10,000 interactions or transactions powered by GenAI.	(a) Initiative Summary (20%) (b) Impact of the initiative (30%) (c) Operational Efficiency (20%) (d) Innovation (30%)
AMC/ MF/ BF/ WM	Best Digital Investment Platform	Honors AMCs, brokerages, or wealth managers that have built comprehensive digital platforms enabling investors to seamlessly discover, transact, and monitor investments across instruments. The emphasis is on the platform's accessibility, design simplicity, and ability to unify investment journeys end to end.	• Platform must have been live for at least 12 months • Availability of multiple investment instruments (MFs, ETFs, bonds, etc.) • Compliance with SEBI and data privacy regulations	(a) User Experience & Onboarding (40%) (b) Transaction Flow & Portfolio Insights (35%) (c) Investor Engagement & Retention (25%)
AMC/ MF/ BF/ WM	Innovative Wealth Planning Tools	Recognizes organizations that have created specialized tools or advisory models such as robo advisors, retirement planners, or tax optimization solutions that empower investors to make smarter wealth planning decisions.	• Tool must be available to clients for at least 6 months • Demonstrated usage by at least 5,000 users or clients • Compliance with financial advisory norms and data protection laws	(a) Digital Advisory Intelligence (40%) (b) Goal-Based Planning Algorithms (35%) (c) Client Outcome Enablement (25%)
AMC/ MF/ BF/ WM	Excellence in Digital Customer Experience & Engagement	Recognizes platforms or organizations that have designed and delivered superior digital experiences throughout the investor lifecycle from onboarding and engagement to advisory and retention. The focus is on multi channel engagement, intuitive design, personalization, and measurable improvement in investor satisfaction and loyalty.	• Platform must have at least 50,000 active users • Multilingual support and inclusive design for diverse user segments	(a) Initiative Summary (20%) (b) Operational Efficiency (15%) (c) Impact of the Initiative (15%) (d) Customer Journey Innovation (20%) (e) Customer Engagement and Satisfaction (30%)

SEGMENT	CATEGORY	Description	Shortlisting criteria	L1 (Evaluation criteria)
AMC/ MF/ BF/ WM	Best Operations Excellence Initiative	Honors initiatives that have redefined operational processes in wealth and asset management to achieve higher efficiency, scalability, accuracy, and compliance. Includes process redesign, automation of reconciliations or reporting, streamlined onboarding, or regulatory enhancements that demonstrate tangible back office transformation.	• Initiative must have been implemented within the last 2 years • Must comply with applicable regulatory and data governance standards • Internal audit or performance tracking mechanisms must be in place	(a) Initiative Summary (30%) (b) Effectiveness of the initiative (40%) (c) Impact of initiative (30%)
AMC/ MF/ BF/ WM	Best Use of Technology Implementation	Recognizes organizations that have effectively deployed transformative technologies such as AI, cloud, APIs, blockchain, or SaaS to modernize operations, compliance, product delivery, or client servicing. The emphasis is on the quality of execution, integration, and measurable business outcomes from the implementation.	• Technology must be implemented and operational for at least 6 months • Use of modern tech stack (e.g., cloud-native, API-first, AI/ML, blockchain) • Compliance with regulatory and cybersecurity standards	(a) Innovation (40%) (b) Impact of initiative (60%)
AMC/ MF/ BF/ WM	Product / Service Innovation of the Year	Celebrates a new product, fund, or service that addresses evolving investor needs or unlocks new segments. This could include innovative fund schemes, digital only wealth plans, bundled investment solutions, or alternative asset offerings that show strong differentiation and market adoption.	• Product/service must have been launched within the last 18 months • Digital accessibility and ease of onboarding • Compliance with SEBI and product suitability norms	(a) Business Growth (40%) (b) Customer Centricity (30%) (c) Technology Investment (30%)
AMC/ MF/ BF/ WM	Data-Driven Innovation in Financial Services	Recognizes organizations that have harnessed advanced analytics and AI or ML to improve investment outcomes and client understanding. Applications may include predictive modeling, dynamic asset allocation, personalized recommendations, or lifecycle value optimization enabled through data centric strategies.	• Use of data analytics or AI/ML models in a live environment • At least 10,000 clients impacted by the data-driven initiative • Compliance with data privacy and regulatory norms	(a) Predictive Analytics Deployment (50%) (b) Investment Decision Optimization (30%) (c) Behavioral Segmentation & Retention (20%)
AMC/ MF/ BF/ WM	ESG / Sustainable Investment Strategy	Honors strategies that embed Environmental, Social, and Governance principles into the investment process through responsible fund offerings, strong ESG frameworks, transparent reporting, and measurable sustainability outcomes.	• ESG strategy must be active for at least 12 months • Evidence of ESG screening or integration in investment process • Alignment with global ESG standards (e.g., UN PRI, SFDR)	(a) ESG Screening Methodology (40%) (b) Sustainable Product Design (30%) (c) Impact Reporting & Transparency (30%)
AMC/ MF/ BF/ WM	AA Based Wealth Insights	Celebrates institutions leveraging the Account Aggregator framework to deliver consolidated consent driven wealth insights. Includes innovations such as integrated dashboards, multi account views, or personalized advisory enabled through secure financial data sharing.	• Live integration with Account Aggregator ecosystem • Consent-based data access and privacy compliance • Personalized insights or advisory based on AA data • At least 5,000 users leveraging AA-based features	(a) AA Infrastructure Integration (35%) (b) Consent & Privacy Management (35%) (c) Insight Generation & Advisory Impact (30%)
AMC/ MF/ BF/ WM	Workplace Transformation & People Excellence	Recognizes organizations that have reimagined workforce strategies to drive engagement, agility, and resilience. Includes initiatives in digital HR, hybrid enablement, learning and skilling, diversity and inclusion, and culture transformation with measurable impact on talent outcomes.	• Implementation of digital HR tools or platforms • Evidence of DEI (diversity, equity, inclusion) initiatives • At least one workforce upskilling or reskilling program • Hybrid or flexible work model adoption • Must comply with labor laws and HR best practices	(a) Employee Centricity & Engagement (35%) (b) DEI Strategy & Investment (30%) (c) Workplace Innovation & Flexibility (20%) (d) Recognition & Impact (15%)
AMC/ MF/ BF/ WM	Marketing Initiative Of The Year	This category celebrates a marketing initiative that has meaningfully advanced investor engagement and brand visibility in the investment ecosystem. It recognizes programs or campaigns that effectively combined creativity, data driven insights, and multi channel outreach to build trust, expand investor awareness, promote product adoption, and deliver measurable business impact.	• Campaign executed within last 12 months • Multi-channel strategy (digital, TV, print, OOH, influencer, etc.)	(a) Impact of the Initiative (30%) (b) Customer Centricity (40%) (c) Effectiveness of initiative (30%)
Tech Vendors	Best IT Software Solution Provider of the Year	This award recognizes a technology partner that has consistently delivered robust, scalable, and secure software solutions tailored to the BFSI sector. Eligible offerings include core banking, risk, compliance, loan management, or insurance platforms with proven deployment success and client satisfaction.	• Software must be deployed with at least 3 BFSI clients • Compliance with BFSI regulatory and security standards • Minimum of one major upgrade or feature enhancement in last 12 months	(a) BFSI Product Fit (50%) (b) Deployment Success (30%) (c) Client Satisfaction (20%)
Tech Vendors	Best Digital Lending Platform Implementation	This award recognizes a tech vendor that has successfully designed and deployed a digital lending platform for BFSI clients enabling streamlined onboarding, underwriting, decisioning, and disbursement. Submissions should demonstrate scalability, regulatory compliance, seamless integrations, and impact on loan origination speed and volume.	• Platform must be live and operational for at least 12 months • Compliance with RBI digital lending guidelines • Minimum of 10,000 loan applications processed through the platform • Secure data handling and consent-based architecture	(a) Platform Architecture (30%) (b) BFSI Integration Success (30%) (c) Lending Efficiency Metrics (25%) (d) Regulatory Compliance (15%)
Tech Vendors	Best Cloud Initiative of the Year	This category honors the most impactful implementation of cloud technology in the BFSI sector. Entries may include core banking migration, hybrid cloud architecture, SaaS deployment, or container-based services that delivered business agility, cost efficiency, data security, and operational resilience.	• Cloud solution must be deployed and operational for at least 12 months • Minimum of one BFSI client with full-scale deployment	(a) Cloud Architecture & Deployment (40%) (b) Security & Compliance (30%) (c) Operational Resilience (30%)

SEGMENT	CATEGORY	Description	Shortlisting criteria	L1 (Evaluation criteria)
Tech Vendors	Best Analytics Solution of the Year	This category celebrates the most powerful and innovative analytics platform or solution designed for BFSI use cases. Submissions should showcase data visualization, predictive modeling, AI/ML deployment, or embedded decision intelligence that drives insights across lending, investments, risk, or customer behavior.	• Platform must be operational and used by BFSI clients • Demonstrated use of AI/ML or predictive analytics • Minimum of 5 BFSI use cases implemented • Compliance with data governance and privacy norms	(a) Initiative Summary (20%) (b) Customer Centricity (25%) (c) Impact of the solution (30%) (d) Innovation (25%)
Tech Vendors	Cybersecurity & Zero-Trust Leader of the Year	This award recognizes a technology provider that has delivered advanced cybersecurity solutions for BFSI clients, including the implementation of Zero-Trust architecture. Submissions should demonstrate strong threat protection, continuous authentication, segmentation, compliance alignment, and measurable improvements in operational security.	• Solution must be deployed with BFSI clients • Use of AI/ML or behavioral analytics for threat detection • Compliance with RBI cybersecurity guidelines • Minimum of one successful incident containment or prevention case	(a) Initiative Summary (30%) (b) Operational Efficiency (40%) (c) Impact of the Initiative (30%)
Tech Vendors	Embedded Finance Enabler of the Year	Celebrates a technology provider that has powered embedded finance journeys, integrating lending, payments, or insurance into non-financial platforms such as e-commerce, healthtech, or mobility. Winning entries should highlight contextual integration, scale, and customer experience impact.	• Embedded solution must be live with at least one partner ecosystem • Compliance with financial regulations and data privacy norms	(a) Embedded Architecture (35%) (b) Partner Ecosystem Integration (35%) (c) Transactional Impact (30%)
Tech Vendors	Best Collections Platform Innovation	Honors a collections platform that has enhanced recovery, compliance, and customer experience. Eligible solutions include AI-driven segmentation, digital self-service, omnichannel communication, or agent-assist tools that optimize the collections lifecycle.	• Platform must be operational with BFSI clients • Support for omnichannel communication and self-service • Compliance with collections and customer protection norms	(a) Innovation (30%) (b) Customer Centricity (25%) (c) Impact of the solution (35%) (d) Rewards & Recognition (10%)
Tech Vendors	Best Marketing Initiative of the Year	Recognizes a standout marketing initiative by a technology vendor in BFSI. The award celebrates creative storytelling, strategic messaging, and impactful outreach that successfully built brand authority, generated demand, or drove product adoption.	• Campaign executed within last 12 months • Multi-channel strategy (digital, TV, print, OOH, influencer, etc.)	(a) Impact of the Initiative (30%) (b) Customer Centricity (40%) (c) Effectiveness of initiative (30%)
Tech Vendors	Customer Experience Solution of the Year	Celebrates a solution that empowers BFSI institutions to deliver seamless, personalized, and high-impact customer experiences. Eligible solutions include platforms that streamline onboarding, enable omnichannel journeys, or enhance satisfaction across digital and hybrid touchpoints.	• Solution must be deployed with BFSI clients • Support for personalization, omnichannel engagement, or self-service • Compliance with customer data protection norms	(a) Initiative Summary (20%) (b) Operational Efficiency (15%) (c) Impact of the Initiative (15%) (d) Customer Journey Innovation (20%) (e) Customer Engagement and Satisfaction (30%)
Tech Vendors	AI / Data Enabler for BFSI	Recognizes a vendor that has empowered BFSI organizations with AI- or data-driven platforms for decision-making, personalization, fraud prevention, or risk management. Entries should demonstrate innovative architecture, BFSI relevance, and measurable transformation.	• Platform must be operational with BFSI clients • Use of AI/ML or advanced analytics for BFSI use cases • Compliance with data governance and ethical AI standards	(a) AI/Data Model Deployment (40%) (b) BFSI Use Case Coverage (35%) (c) Business Impact (25%)
FINTECHS / AGGREGATORS	FinTech Infrastructure Enabler of the Year	Celebrates organizations providing critical infrastructure that powers the FinTech ecosystem. This includes solutions for onboarding, KYC, data sharing, transaction processing, compliance, and scalability that enable financial institutions and startups to innovate faster.	• Must have launched or scaled infrastructure services in the last 2 years • At least 3 BFSI or FinTech clients onboarded • Must comply with applicable regulatory and data security standards	(a) Infrastructure Reliability (50%) (b) BFSI Relevance (30%) (c) Ecosystem Scalability (20%)
FINTECHS / AGGREGATORS	Open Banking and BaaS Leader of the Year	Honors FinTechs and aggregators that are pioneering open banking and Banking-as-a-Service models. Recognizes platforms enabling secure API integrations, embedded banking services, and new business models that expand financial access and innovation.	• Must have active Open Banking or BaaS deployments with BFSI or non-financial partners • At least 3 live integrations or partnerships in the last 12 months • Platform must be compliant with applicable data and financial regulations • Must support secure data sharing and consent management	(a) API Infrastructure (40%) (b) Ecosystem Enablement (30%) (c) BFSI Adoption Metrics (30%)
FINTECHS / AGGREGATORS	Digital Lending Innovation Excellence	Recognizes FinTechs delivering breakthrough digital lending models, such as AI-driven credit scoring, instant disbursement, BNPL, or embedded credit. Awards platforms that simplify access to credit, improve underwriting efficiency, and drive wider adoption among individuals and businesses.	• Must have launched the innovation within the last 2 years • At least 10,000 loans processed through the innovation • Must be compliant with digital lending guidelines	(a) Initiative Summary (25%) (b) Customer Centricity (25%) (c) Impact of the Initiative/Solution (30%) (d) Innovation (20%)

SEGMENT	CATEGORY	Description	Shortlisting criteria	L1 (Evaluation criteria)
FINTECHS / AGGREGATORS	Payments Innovation Excellence	Honors FinTechs that are transforming payments through seamless, secure, and inclusive digital solutions. Recognizes innovation across UPI, wallets, cross-border, contactless, merchant acceptance, and real-time transaction experiences that create scale and adoption.	• Must have launched or scaled the solution in the last 2 years • At least 100,000 transactions processed through the solution • Must comply with payment regulations and data protection norms	(a) Delivery Excellence (30%) (b) Customer Satisfaction (20%) (c) Initiative Summary (25%) (d) Impact of the initiative (25%)
FINTECHS / AGGREGATORS	Excellence in Marketing and Brand Strategy	Awards FinTechs that have demonstrated creativity and effectiveness in building trust, adoption, and brand equity. Recognizes standout campaigns, digital activations, community programs, or educational initiatives that drive measurable impact on customer engagement and market positioning.	• Campaign executed within last 12 months • Multi-channel strategy (digital, TV, print, OOH, influencer, etc.)	(a) Impact of the Initiative (30%) (b) Customer Centricity (40%) (c) Effectiveness of initiative (30%)
FINTECHS / AGGREGATORS	RegTech Innovation Excellence	Celebrates FinTechs creating next-generation regulatory and compliance solutions. Recognizes platforms delivering automated KYC, AML, reporting, monitoring, and digital compliance tools that enable financial institutions to operate with agility and transparency.	• Must have launched the solution within the last 2 years • At least 3 BFSI or agri-sector partnerships • Must comply with sector-specific regulations	(a) Innovation (40%) (b) Impact of initiative (60%)
FINTECHS / AGGREGATORS	Cybersecurity and Fraud Prevention Excellence	Recognizes FinTechs deploying advanced security frameworks that safeguard digital finance. Highlights innovations in AI-driven fraud detection, real-time transaction monitoring, identity protection, and consent-driven architecture that ensure trust and resilience.	• Real-time transaction monitoring and anomaly detection • Consent-driven data architecture and privacy controls • Zero major data breaches in last 24 months • Compliance with RBI, CERT-In, and DPDP Act guidelines	(a) Security Framework (40%) (b) Compliance (30%) (c) Customer Trust (30%)
FINTECHS / AGGREGATORS	AA Powered FinTech Innovation	Honors FinTechs leveraging the Account Aggregator framework to unlock data-driven financial services. Recognizes platforms that provide consent-based credit underwriting, MSME finance, multi-bank account aggregation, and personalized advisory built on AA infrastructure.	• Must have integrated with AA framework and gone live • Must comply with AA data consent and privacy norms • At least 10,000 AA-enabled transactions or interactions	(a) Innovation & Use Case Relevance (35%) (b) Consent Architecture & Data Governance (30%) (c) Impact on Financial Inclusion (35%)
Special Awards	Innovative SME Policy/ Product of the Year	This award recognizes the most impactful policy, product, or solution designed specifically for Small and Medium Enterprises (SMEs). It emphasizes initiatives that improve access to credit, risk protection, working capital, or digital enablement for the SME segment.	• Product/policy must be launched within the last 2 years • Specifically targeted at SMEs with tailored features • Demonstrated adoption by at least 5,000 SME clients • Must comply with applicable regulatory guidelines	(a) Product Design & SME Relevance (35%) (b) Credit Access Enablement (35%) (c) Adoption & Impact Metrics (30%)
Special Awards	Best Co-Lending Platform of the Year	This category recognizes a technology platform or collaborative model that has effectively enabled co-lending partnerships between banks, NBFCs, fintechs, or MFIs. The award honors solutions that streamline the co-origination, underwriting, disbursement, servicing, and risk-sharing processes in compliance with RBI guidelines.	• Platform must be operational for at least 1 year • Must support co-lending partnerships with at least 2 BFSI entities • Minimum of 5,000 co-lending transactions processed • Must comply with RBI co-lending guidelines	(a) Platform Architecture & Compliance (35%) (b) Lending Efficiency (35%) (c) Partner Integration (30%)
Special Awards	Most Disruptive FinTech of the Year	This award highlights a FinTech that has significantly reshaped the financial services landscape through disruptive innovation. It focuses on bold, technology-driven approaches in areas such as lending, payments, wealth, regtech, or infrastructure that challenge traditional models.	• FinTech must be operational for at least 1 year • Minimum of 25,000 users or transactions • Must comply with applicable financial regulations	(a) Disruption Quotient (45%) (b) Technology Differentiation (30%) (c) Market Penetration (25%)
Special Awards	Insurance Company of the Year	This award honors an insurance provider that has excelled across the value chain, including product innovation, claims management, customer service, digital adoption, and responsible practices. It represents all-round leadership in the insurance sector.	• Must be registered with IRDA and operational for at least 3 years • At least one digital innovation launched in the last 12 months • Compliance with insurance regulations and grievance redressal norms	(a) Business Performance (30%) (b) Claims Management (25%) (c) Digital Innovation (25%) (d) Social Impact (20%)
Special Awards	Bank of the Year	This award recognizes a bank that has demonstrated excellence across multiple dimensions of performance. It covers business growth, customer experience, digital transformation, financial inclusion, innovation, and sustainability, making it the most comprehensive recognition in the banking segment.	• Must be operational in India for at least 5 years • Minimum of 1 million active customers • Must comply with RBI regulations and governance standards	(a) Financial Performance (30%) (b) Innovation & Transformation (25%) (c) Customer Experience (25%) (d) ESG & Inclusion (20%)

SEGMENT	CATEGORY	Description	Shortlisting criteria	L1 (Evaluation criteria)
Special Awards	Strategic Visionary Leader of the Year (Individual)	This award recognizes a CEO, MD, or Executive Director who has demonstrated exceptional foresight in shaping the strategic direction of a financial institution. It highlights leadership in driving transformation, governance, sustainable growth, and long-term stakeholder value.	•Minimum 3 years in current leadership role •Led transformation or turnaround strategy with measurable impact •Governance excellence and stakeholder value creation •Business growth, resilience, or innovation metrics •Public recognition or industry accolades	(a) Strategic Impact (40%) (b) Governance & Stakeholder Value (30%) (c) Recognition & Influence (30%)
Special Awards	Digital Transformation Leader of the Year (Individual)	This award celebrates a CIO, CTO, or Chief Digital Officer who has successfully led digital modernization initiatives. It focuses on technology-led innovation such as AI/ML adoption, cloud integration, core banking transformation, and fintech collaborations that enhance efficiency and customer experience.	•Spearheaded at least one major digital initiative in last 2 years •Adoption of cloud, AI/ML, or fintech partnerships •Demonstrated impact on scalability, CX, or operational efficiency •Cross-functional leadership and change management •Recognition within organization or industry	(a) Innovation & Execution (40%) (b) Impact Metrics (30%) (c) Leadership & Recognition (30%)
Special Awards	Financial Inclusion Leader of the Year (Individual)	This award honors an individual who has championed innovative approaches to extend financial services to underserved and excluded populations. It emphasizes initiatives that improve accessibility, promote economic empowerment, and create lasting community impact.	•Led initiatives targeting underserved or unbanked populations •Documented outreach across rural/semi-urban regions •Integration with government schemes (PMJDY, DBT, etc.) •Evidence of financial literacy or empowerment programs •Demonstrated impact on account penetration or usage	(a) Outreach & Access (40%) (b) Empowerment & Literacy (30%) (c) Impact Metrics (30%)