

Total No. of Entries	Category I : Best Long Term Rural Communication Initiative for more than two years - Durables			Award decided
	Sr. No.	Corporate / Title of the Case - Study	Corporate / Agency Name	
1	1	SHAPING LANDSCAPE OF STEEL ROOFING MARKET IN INDIA	TATA STEEL	Gold
2	2	COMMERCIAL VEHICLE'S RURAL INITIATIVE - PROJECT NEEV	TATA MOTORS	Silver
3	3	MAHINDRA SAMRIDDHI	RC&M & MAHINDRA & MAHINDRA FES	Bronze
<b>Category I : Best Long Term Rural Communication Initiative for more than two years - FMCG</b>				
4	1	LAKSHYA	IMPACT COMMUNICATIONS & PERFETTI VAN MELLE INDIA PVT LTD	Gold
5	2	PHAUNCH - RURAL INITIATIVE	IMPACT COMMUNICATIONS & CADBURYS INDIA LTD	Silver
<b>Category I : Best Long Term Rural Communication Initiative for more than two years - Service</b>				
6	1	CHOU PAL HAAT	ITC (ABD)	Gold
7	2	PEHLA EK GHANTA	IMPACT COMMUNICATIONS & CHILD FUND INDIA	Silver
8	3	Arogya Parivar - A rural health initiative	NOVARTIS INDIA LTD	Bronze
<b>Category II : Best integrated initiative using ATL/BTL - Durables</b>				
9	1	MAHINDRA SAMRIDDHI INDIA AGRI AWARDS	RC&M & MAHINDRA & MAHINDRA FES	Gold
10	2	MAHINDRA KHILADI NO. 1	RC&M & MAHINDRA & MAHINDRA FES	Silver
11	3	DEVELOPING RURAL MARKETS	J K LAKSHMI CEMENT LTD & MART	Bronze
<b>Category II : Best integrated initiative using ATL/BTL - FMCG</b>				
12	1	OREO TOGETHERNESS MELA	CANDID MARKETING & MONDELEZ INTERNATIONAL	Gold
13	2	FUNDOOZ - NEW BRAND LAUNCH	IMPACT COMMUNICATIONS & DANONE FOODS & BEVERAGES INDIA PVT LTD	Silver
<b>Category II : Best integrated initiative using ATL/BTL - Service</b>				
14	1	BIG MAGIC'S MELE KA BIG STAR	RELIANCE BROADCAST NETWORK LTD	Silver
<b>Category III : Using never before used media – Innovative way of Communication - Durables</b>				
15	1	ESTABLISHING CONNECT WITH THE TARGET CONSUMER	TATA STEEL LIMITED	Bronze
16	2	MAHINDRA TECHNOLOGY MAHOTSAV	RC&M & MAHINDRA & MAHINDRA FES	Silver
<b>Category III : Using never before used media – Innovative way of Communication - Service</b>				

17	1	CHAND MUBARAK	DBB MUDRA MAX & WESTERN UNION MONEY TRANSFER	Gold
18	2	GOONJ - SOCIAL MEDIA FOR EVERYONE	GRAM VAANI COMMUNITY MEDIA PVT LTD	Silver
19	3	PROJECT SWASTHYA CHETNA	OGILVY & HINDUSTAN UNILEVER LTD	Bronze
<b>Category IV : Best use of traditional Congregation Mela/Fair/Haat – existing event by a Brand or Services - Durables</b>				
20	1	ENHANCING BRAND SALIENCE THROUGH USE OF HAAT CAMPAIGN	TATA STEEL LIMITED	Bronze
<b>Category IV : Best use of traditional Congregation Mela/Fair/Haat – existing event by a Brand or Services - FMCG</b>				
21	1	KAUN BANEGA COLGATE CHAMPION	GROUP M DIALOGUE FACTORY & COLGATE-PALMOLIVE (INDIA) LTD	Silver
22	2	SITARON KA MELA	IMPACT COMMUNICATIONS & PROCTER & GAMBLE INDIA LTD	Bronze
<b>Category IV : Best use of traditional Congregation Mela/Fair/Haat – existing event by a Brand or Services - Service</b>				
23	1	CONDOM SOCIAL MARKETING	HINDUSTAN LATEX FAMILY PLANNING PROMOTION TRUST	Gold
24	2	MANDI SHIVRATRI	IMPACT COMMUNICATIONS	Silver
25	3	BIG MAGIC'S MELE KA BIG STAR	RELIANCE BROADCAST NETWORK LTD	Bronze
<b>Category V : On ground / Event Marketing - Durables</b>				
26	1	AB ROSHNI SE SEENCHO	DUN & BRADSTREET INFORMATION SERVICE & ESCORTS LIMITED	Gold
27	2	EICHER CRICKET MAHASANGRAM	IMPACT COMMUNICATIONS & TAFE MOTORS AND TRACTORS LTD	Silver
28	3	TATA GENUINE PARTS - SAHENSHA	IMPACT COMMUNICATIONS & TATA MOTORS LIMITED	Bronze
<b>Category V : On ground / Event Marketing - FMCG</b>				
29	1	DABUR SWASTHYA CHETNA ABHIYAN	IMPACT COMMUNICATIONS & DABUR INDIA LTD	Gold
30	2	OREO TOGETHERNESS MELA	CANDID MARKETING & MONDELEZ INTERNATIONAL	Silver
31	3	TAAZA PEHCHAAN MANCH	OGILVY & HUL	Bronze
<b>Category V : On ground / Event Marketing - Service</b>				
32	1	AIRTEL LAKSHYA	EVENT CRAFTER & AIRTEL RAJASTHAN	Gold
33	2	FIRST AMONG EQUALS FOR ADVANCE COOK STOVE	JWT INDIA & ABT ASSOCIATES	Silver
34	3	92.7 BIG FM'S BIG DISHA	RELIANCE BROADCAST NETWORK LTD	Bronze
<b>Category VI : Best use of Direct Marketing Door to Door / Mailer / One to One - Durables</b>				
35	1	M&M INTERNATIONAL DOOR DELIVERY	RC&M & MAHINDRA & MAHINDRA FES	Bronze

		<b>Category VI : Best use of Direct Marketing Door to Door / Mailer / One to One - FMCG</b>		
36	1	BRU - SMALL TOWN CONTACT PROGRAMME	OGILVY & HUL	Bronze
		<b>Category VI : Best use of Direct Marketing Door to Door / Mailer / One to One - Service</b>		
37	1	SAY NO TO PLASTIC	ING LIFE INSURANCE	Gold
38	2	IDEA MAYA BAZAAR	IDEA CELLULAR LTD (AP CIRCLE) & RSR LEMON MEDIA PVT LTD	Bronze
		<b>Category VII : Best use of Sales Promotion - Durables</b>		
39	1	ULTRATECH CEMENT - RURAL MARKETING INITIATIVE	ULTRATECH CEMENT LTD	Silver
40	2	USE OF CONSUMER SCHEME TO ENHANCE SALES VOLUME	TATA STEEL LIMITED	Bronze
		<b>Category VII : Best use of Sales Promotion - Service</b>		
41	1	AIRTEL LAKSHYA	EVENT CRAFTER & AIRTEL RAJASTHAN	Gold
42	2	AIRTEL KE SANG BEHTAR ZINDAGI	EVENT CRAFTER & AIRTEL RAJASTHAN	Silver
		<b>Category VIII : Best Channel Marketing / Retailer Loyal Scheme - Durables</b>		
43	1	INNOVATIVE LOYALTY PROGRAMME IN STEEL ROOFING	TATA STEEL LIMITED	Bronze
		<b>Category VIII : Best Channel Marketing / Retailer Loyal Scheme - FMCG</b>		
44	1	LAKSHYA	IMPACT COMMUNICATIONS & PERFETTI VAN MELE INDIA PVT LTD	Gold
45	2	DABUR HAFTA VASOOL	IMPACT COMMUNICATIONS & DABUR INDIA LTD	Bronze
		<b>Category VIII : Best Channel Marketing / Retailer Loyal Scheme - Service</b>		
46	1	TATA DOCOMO ACADEMY	EVENT CRAFTER & TATA TELESERVICES LTD	Silver
		<b>Category IX : Best CSR by a Brand - Durables</b>		
47	1	COMMERCIAL VEHICLE'S RURAL INITIATIVE - PROJECT NEEV	TATA MOTORS	Silver
48	2	HUMRAKSHAK-INSURING INDIAN FARMERS	PUBLICIS COMMUNICATIONS PVT LTD & ESCORTS LTD	Gold
		<b>Category IX : Best CSR by a Brand - Service</b>		
49	1	AIRTEL GUDDI	EVENT CRAFTER & AIRTEL RAJASTHAN	Gold
50	2	BADHTHE KADAM	IMPACT COMMUNICATIONS & ABBOTT INDIA LTD	Silver
51	3	Hygiene for human and udder health	AYURVET LTD	Bronze
		<b>Category X : Use of Mobile Phones / Internet / Digital - Durables</b>		

52	1	NOKIA NET KA GURU	GROUP M DIALOGUE FACTORY & NOKIA	Silver
52	2	ULTRATECH CEMENT - RURAL MARKETING INITIATIVE	ULTRATECH CEMENT LTD	Bronze
<b>Category X : Use of Mobile Phones / Internet / Digital - Service</b>				
53	1	ACTIVE WHEEL - WHEEL IVR	OGILVY & HUL	Gold
54	2	KHUSSAALI KI GHADI	GROUP M DIALOGUE FACTORY & BIRLA SUN LIFE MUTUAL FUND	Silver
<b>Category XII : Social Developmental Health Initiatives - FMCG</b>				
55	1	DABUR SWASTHYA CHETNA ABHIYAN	IMPACT COMMUNICATIONS & DABUR INDIA LTD	Silver
<b>Category XII : Social Developmental Health Initiatives - Service</b>				
56		PEHLE EK GHANTA	IMPACT COMMUNICATIONS & CHILD FUND INDIA	Gold
57		PROJECT ASHA	MART & PEPSICO INDIA LTD	Silver
58	1	E-CHOUPAL RURAL HEALTH INITIATIVE	ITC (ABD)	Bronze
<b>Category XIII : Low cost / Small budget initiatives / promotions – define Sales and Budget - Durables</b>				
59	1	STRENGTHENING BRAND PRESENCE	TATA STEEL LIMITED	Gold
60	2	KAUN JANTA HAIN SAB KUCH	IMPACT COMMUNICATIONS & NOKIA INDIA SALES PVT LTD	Silver
61	3	NOKIA NET KA GURU	GROUP M DIALOGUE FACTORY & NOKIA	Bronze
<b>Category XIII : Low cost / Small budget initiatives / promotions – define Sales and Budget - FMCG</b>				
62	1	BARBER CONTACT PROGRAME	IMPACT COMMUNICATIONS & SUPERMAX	Silver
<b>Category XIII : Low cost / Small budget initiatives / promotions – define Sales and Budget - Service</b>				
63	1	AIRTEL LAKSHYA	EVENT CRAFTER & AIRTEL RAJASTHAN	Gold
64	2	GRAM SAMVAD	ICICI BANK LIMITED	Silver
<b>Category XIV : Initiatives around woman, children and youth - FMCG</b>				
65	1	NIHAR SUNDAR SAKSHAM PARIVAR	RELIANCE BROADCAST NETWORK LTD & MARICO LTD	Silver
<b>Category XIV : Initiatives around woman, children and youth - Service</b>				
66	1	UDAAN	FUTURE LEARNING & MSL GROUP CREATIVE +	Gold
67	2	92.7 BIG FM'S BIG DISHA	RELIANCE BROADCAST NETWORK LTD	Silver
<b>Category XV : New concepts in Agriculture and Dairy - Durables</b>				

68	1	AB KAAM JAISA TRACTOR WAISA	DUN & BRADSTREET INFORMATION SERVICES & ESCORTS LIMITED	Gold
69	2	MAHINDRA SAMRIDDI	RC&M & MAHINDRA & MAHINDRA FES	Silver
<b>Category XV : New concepts in Agriculture and Dairy - Service</b>				
70	1	Sustainable Integration of Livestock and Agriculture for Inclusive growth	AYURVET RESEARCH FOUNDATION	Gold
<b>Category XVI : Sports Initiatives - Durables</b>				
71	1	MAHINDRA KHILADI NO. 1	RC&M & MAHINDRA & MAHINDRA FES	Bronze
<b>Category XVII : Creative Awards for Best Poster / POP - Durables</b>				
72	1	UDAAN	FUTURE LEARNING & MSL GROUP CREATIVE +	Bronze
<b>Category XVII : Creative Awards for Best Short Film - Durables</b>				
74	1	AB ROSHNI SE SEENCHO DESH KI BUNIYAD	HARIKRIT FILMS	Gold
<b>Category XVII : Creative Awards for Innovative Communication Tools - Durables</b>				
75	1	MERA WALA TRACTOR	DUN & BRADSTREET INFORMATION SERVICES & ESCORTS LTD	Gold
76	2	AIRTEL LAKSHYA	EVENT CRAFTER & AIRTEL RAJASTHAN	Silver
77	3	COMMERCIAL VEHICLE'S RURAL INITIATIVE - PROJECT NEEV	TATA MOTORS LTD	Bronze
<b>Category XVII : Creative Awards for Radio Spots - Service</b>				
78	1	Ayurved Pashujagat Radio Program	AYURVET LIMITED	Gold