

S.No	Category	Sub-category	Campaign Name	Agency	Company name	Media
1	BTL CHANNEL DEVELOPMENT & RETAIL ACTIVATION CAMPAIGN OF THE YEAR	BEST CONSUMER & RETAIL CAMPAIGN OF THE YEAR	Back to school	Impact Communications Pvt Ltd	Bitania Industries Limited	Silver
2	BTL CHANNEL DEVELOPMENT & RETAIL ACTIVATION CAMPAIGN OF THE YEAR	BEST CONSUMER & RETAIL CAMPAIGN OF THE YEAR	The Happy Bag	Impact Communications Pvt Ltd	Bitania Industries Limited	Bronze
3	BTL CHANNEL DEVELOPMENT & RETAIL ACTIVATION CAMPAIGN OF THE YEAR	BEST LAST MILE INITIATIVE OF THE YEAR	Calce - Commment Ki Drive	Anagrad Madison	GS Calce India Private Limited	Bronze
4	BTL CHANNEL DEVELOPMENT & RETAIL ACTIVATION CAMPAIGN OF THE YEAR	BEST LAST MILE INITIATIVE OF THE YEAR	Gromor Nutri Clinic - Touching Over A Million Farmers Through Integrated Agronomy Services		Comorand International Limited	Silver
5	BTL CHANNEL DEVELOPMENT & RETAIL ACTIVATION CAMPAIGN OF THE YEAR	BEST LAST MILE INITIATIVE OF THE YEAR	HPCL - Di Milao HP Se	Anagrad Madison	Hindustan Petroleum Corporation Limited	Bronze
6	BTL CHANNEL DEVELOPMENT & RETAIL ACTIVATION CAMPAIGN OF THE YEAR	BEST LAST MILE INITIATIVE OF THE YEAR	Last Mile, First Choice. Laneo Farmer Drive	Covarea Media Pvt Ltd	Dhanuka Agritech Limited	Bronze
7	BTL CHANNEL DEVELOPMENT & RETAIL ACTIVATION CAMPAIGN OF THE YEAR	BEST LAST MILE INITIATIVE OF THE YEAR	Tata Tea Agra Wholesale Activation	Impact Communications Pvt Ltd	Tata Consumer Products Limited	Bronze
8	BTL CHANNEL DEVELOPMENT & RETAIL ACTIVATION CAMPAIGN OF THE YEAR	BEST PRODUCT SEEDING CAMPAIGN OF THE YEAR	HPCL - Di Milao HP Se	Anagrad Madison	Hindustan Petroleum Corporation Limited	Copper
9	BTL CHANNEL DEVELOPMENT & RETAIL ACTIVATION CAMPAIGN OF THE YEAR	BEST PRODUCT SEEDING CAMPAIGN OF THE YEAR	Lanere on Ground Seeding Performance, Harvesting Trust		DHANUKA AGRITECH LTD	Bronze
10	BTL CHANNEL DEVELOPMENT & RETAIL ACTIVATION CAMPAIGN OF THE YEAR	BEST PRODUCT SEEDING CAMPAIGN OF THE YEAR	PNIA - Seeding Trust, Not Just Product	Covarea Media Pvt Ltd	Godrej Agraror Limited	Bronze
11	BTL CHANNEL DEVELOPMENT & RETAIL ACTIVATION CAMPAIGN OF THE YEAR	BEST PRODUCT SEEDING CAMPAIGN OF THE YEAR	Samsridh Seeding Activation	Impact Communications Pvt Ltd	Parvati Seeding India	Bronze
12	BTL CHANNEL DEVELOPMENT & RETAIL ACTIVATION CAMPAIGN OF THE YEAR	BEST TRADE ENGAGEMENT CAMPAIGN OF THE YEAR	Mars Wrigley - Bat Wholesale Campaign	Impact Communications Pvt Ltd	Mars Wrigley India Private Limited	Bronze
13	BTL CHANNEL DEVELOPMENT & RETAIL ACTIVATION CAMPAIGN OF THE YEAR	BEST TRADE ENGAGEMENT CAMPAIGN OF THE YEAR	Samsridh Seeding Activation	Impact Communications Pvt Ltd	Parvati Van Melle India	Bronze
14	BTL CHANNEL DEVELOPMENT & RETAIL ACTIVATION CAMPAIGN OF THE YEAR	BEST TRADE ENGAGEMENT CAMPAIGN OF THE YEAR	Super Jany Express	Insight India Network	ITC Limited	Silver
15	BTL CHANNEL DEVELOPMENT & RETAIL ACTIVATION CAMPAIGN OF THE YEAR	BEST TRADE ENGAGEMENT CAMPAIGN OF THE YEAR	Tata Tea Agra Wholesale Activation	Impact Communications Pvt Ltd	Tata Consumer Products Limited	Certificate
16	BTL CHANNEL DEVELOPMENT & RETAIL ACTIVATION CAMPAIGN OF THE YEAR	BEST VISIBILITY & VISUAL MERCHANDISING CAMPAIGN OF THE YEAR	Back to school	Impact Communications Pvt Ltd	Bitania Industries Limited	Gold
17	BTL CHANNEL DEVELOPMENT & RETAIL ACTIVATION CAMPAIGN OF THE YEAR	BEST VISIBILITY & VISUAL MERCHANDISING CAMPAIGN OF THE YEAR	Legend India Pvt Ltd	Posterscope India	Legend India Pvt Ltd	Bronze
18	BTL CHANNEL DEVELOPMENT & RETAIL ACTIVATION CAMPAIGN OF THE YEAR	BEST VISIBILITY & VISUAL MERCHANDISING CAMPAIGN OF THE YEAR	WOW FROOTI More Than Just Visiblity	Anagrad Madison	Parle Agro Pvt Ltd	Bronze
19	BTL DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR	BEST CAMPAIGN LEVERAGING TECHNOLOGY EXPERIENCE & ENGAGEMENT	Aashirvaad Mita Bhu	Impact Communications Pvt Ltd	ITC Limited	Gold
20	BTL DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR	BEST CAMPAIGN LEVERAGING TECHNOLOGY EXPERIENCE & ENGAGEMENT	Her Shehar Misaage Ki Lethar	Insight India Network	TVS Motor Company Limited	Gold
21	BTL DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR	BEST CAMPAIGN LEVERAGING TECHNOLOGY EXPERIENCE & ENGAGEMENT	Mere Ghar Ki Agri	Insight India Network	Tata Consumer Products Limited	Gold
22	BTL DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR	BEST CAMPAIGN LEVERAGING TECHNOLOGY EXPERIENCE & ENGAGEMENT	Mirvasi Drive - AI Personalization: A National Launch with a Personal Touch	Hospita Interactive Services	Syngenta India Private Limit	Bronze
23	BTL DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR	BEST CAMPAIGN LEVERAGING TECHNOLOGY EXPERIENCE & ENGAGEMENT	Reliance Digital Oghrno Squad - Digital Treasure Hunt	Anagrad Madison	Reliance Digital Retail Limited	Silver
24	BTL DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR	BEST CAMPAIGN LEVERAGING TECHNOLOGY EXPERIENCE & ENGAGEMENT	Super Heroes Of Tamil Nadu	Impact Communications Pvt Ltd	ITC Limited	Silver
25	BTL DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR	BEST USE OF MOBILE	Delegato Double Dharmaa	Impact Communications Pvt Ltd	Corbena AgriScience	Silver
26	BTL DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR	BEST USE OF MOBILE	Gessey Jewels Raah Activation	Insight India Network	Mars Wrigley India Private Limited	Silver
27	BTL DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR	BEST USE OF MOBILE	Gromor NutriConnect - A WhetApp-based Digital Solution for Agronomic Enablement	Nutter Digital Solutions (P) Ltd	Comorand International Limited	Silver
28	BTL DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR	BEST USE OF MOBILE	Kashikumbh Ka Mahasankalp	Impact Communications Pvt Ltd	Utsahcent Limited	Silver
29	BTL DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR	BEST USE OF MOBILE	Super Heroes Of Tamil Nadu	Impact Communications Pvt Ltd	ITC Limited	Gold
30	BTL DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR	BEST USE OF SOCIAL MEDIA	Bingo Bhaskar Lok (Kumbh)	Impact Communications Pvt Ltd	ITC Limited	Silver
31	BTL DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR	BEST USE OF SOCIAL MEDIA	From Farms to Feeds - A WhetApp-based Digital Solution for Rural Agri Engagement	Impact Communications Pvt Ltd	Comorand International Limited	Gold
32	BTL DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR	BEST USE OF SOCIAL MEDIA	M-Seel Eyepast - Seal the deal	Anagrad Madison	Pollux Industries Ltd	Silver
33	BTL DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR	BEST USE OF SOCIAL MEDIA	Pulse & Avasar Anek	Impact Communications Pvt Ltd	Dharampal Sahaspal Foods Ltd	Gold
34	BTL DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR	BEST USE OF SOCIAL MEDIA	The Family's Five Campaign by TVS Credit	Impact Communications Pvt Ltd	TVS Credit Services Limited	Gold
35	BTL DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR	INNOVATIVE MEASUREMENT & MONITORING TOOLS	Bournvita Nutrition Express	Impact Communications Pvt Ltd	Mordorize India Foods Private Limited	Silver
36	BTL DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR	INNOVATIVE MEASUREMENT & MONITORING TOOLS	Prossgel & Preadhand Solution	Impact Communications Pvt Ltd	Comorand International Limited	Silver
37	BTL INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	BEST CSR CAMPAIGN OF THE YEAR	Hemilap - Prepare your Batty Bag (Maha Kumbh)	Impact Communications Pvt Ltd	Hemilap Wellness Company	Silver
38	BTL INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	BEST CSR CAMPAIGN OF THE YEAR	Livelihood & Entrepreneurship Awareness Development Project For Rural Youth	Nutter Digital Solutions (P) Ltd	CASE Construction Equipment (I) Ltd	Silver
39	BTL INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	BEST CSR CAMPAIGN OF THE YEAR	Mahakumbh Ka Mahasankalp	Nutter Digital Solutions (P) Ltd	Utsahcent Limited	Silver
40	BTL INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	BEST INTEGRATED CAMPAIGN OF THE YEAR	Aashirvaad Mita Bhu	Impact Communications Pvt Ltd	ITC Limited	Silver
41	BTL INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	BEST INTEGRATED CAMPAIGN OF THE YEAR	Ab Wait Nahi Upgrade Karo by TVS Credit	Insight India Network	TVS Credit Services Limited	Silver
42	BTL INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	BEST INTEGRATED CAMPAIGN OF THE YEAR	EV City	Insight India Network	Mahindra Last Mile Mobility Ltd	Silver
43	BTL INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	BEST INTEGRATED CAMPAIGN OF THE YEAR	Mahakumbh Ka Mahasankalp	Nutter Digital Solutions (P) Ltd	Utsahcent Limited	Silver
44	BTL INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	BEST INTEGRATED CAMPAIGN OF THE YEAR	Prossgel Integrated Campaign	Impact Communications Pvt Ltd	Comorand International Limited	Silver
45	BTL INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	BEST LONG TERM CAMPAIGN	Balanced nutrition drive for sustainable farming	Impact Communications Pvt Ltd	Malabar Agritech Ltd	Gold
46	BTL INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	BEST LONG TERM CAMPAIGN	Bournvita Nutrition Express	Impact Communications Pvt Ltd	Mordorize India Foods Private Limited	Silver
47	BTL INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	BEST LONG TERM CAMPAIGN	Gromor Parantois Recharged Repackaging a Legacy Fertiliiser through Targeted BTL and consumer promotion scheme	Posterscope India	Comorand International Limited	Silver
48	BTL INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	BEST LONG TERM CAMPAIGN	HLL (H2H)	Impact Communications Pvt Ltd	Hindustan Unilever Ltd	Silver
49	BTL INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	BEST LONG TERM CAMPAIGN	Samsridh Seeding Activation	Impact Communications Pvt Ltd	Parvati Seeding India	Silver
50	BTL INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	BEST LONG TERM CAMPAIGN	Sustainable Environment Solution	Impact Communications Pvt Ltd	CNH Industrial (India) Pvt. Ltd	Certificate
51	BTL INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	BEST SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	Ajma Durga	Impact Communications Pvt Ltd	Ujjwala Small Finance Bank Limited	Certificate
52	BTL INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	BEST SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	Blat in Rajasthan of the Year	Impact Communications Pvt Ltd	Freemove Rentals (Haryana) Pvt. Ltd	Silver
53	BTL INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	BEST SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	Hemilap - Prepare your Batty Bag (Maha Kumbh)	Impact Communications Pvt Ltd	Hemilap Wellness Company	Gold
54	BTL INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	BEST SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	Mere Ghar Ki Agri	Insight India Network	Tata Consumer Products Limited	Bronze
55	BTL INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	BEST SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	MTPL - Roll Back the Future	Insight India Network	MTPL Foods Pvt. Ltd.	Gold
56	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BRAND AWARENESS CAMPAIGN OF THE YEAR	Bagj Mahakumbh Seva Kendra - Warmth for the Unintended Spirit	Anagrad Madison	Bagj Electronics Ltd	Silver
57	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BRAND AWARENESS CAMPAIGN OF THE YEAR	EV City	Insight India Network	Mahindra Last Mile Mobility Ltd	Gold
58	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BRAND AWARENESS CAMPAIGN OF THE YEAR	Project Gromor Gromobots - Drimmed toward equity and balanced nutrition	Insight India Network	Comorand International Limited	Bronze
59	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BRAND AWARENESS CAMPAIGN OF THE YEAR	Roshni Mascot	Impact Communications Pvt Ltd	PNB Housing Finance Limited	Silver
60	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BRAND AWARENESS CAMPAIGN OF THE YEAR	The Happy Bag	Impact Communications Pvt Ltd	Bitania Industries Limited	Gold
61	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	DIRECT MARKETING CAMPAIGN OF THE YEAR	Bournvita Nutrition Express	Impact Communications Pvt Ltd	Mordorize India Foods Private Limited	Bronze
62	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	DIRECT MARKETING CAMPAIGN OF THE YEAR	ITC - Max Inti Super Star Campaign	Insight India Network	ITC Limited	Bronze
63	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	DIRECT MARKETING CAMPAIGN OF THE YEAR	Super Heroes Of Tamil Nadu	Impact Communications Pvt Ltd	CASE Construction Equipment (I) Ltd	Silver
64	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	EDUCATION	Hunar - Junior Backhoe Loader Operator Skills		CASE Construction Equipment (I) Ltd	Bronze
65	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	ETHNO MARKETING	Learning Through Play: Gromor's Gamified Ethics Drive	Covarea Media Pvt Ltd	Comorand International Limited	Certificate
66	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	ETHNO MARKETING	Aashirvaad Mita Bhu	Impact Communications Pvt Ltd	ITC Limited	Silver
67	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	ETHNO MARKETING	AMFI - Kamte Mela	Posterscope India	Association of Mutual Funds across India	Silver
68	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	ETHNO MARKETING	Insurance Awareness Campaign	Impact Communications Pvt Ltd	Star Union Dai-ichi Life Insurance Company Ltd	Bronze
69	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	ETHNO MARKETING	Surfrest Suryajya	Impact Communications Pvt Ltd	ITC Limited	Silver
70	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR	VIPeet Chhagan Brawl	Impact Communications Pvt Ltd	Unilever Nepal Limited	Silver
71	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR	Aashirvaad Sall - Indre Ka Chheerata	Impact Communications Pvt Ltd	ITC Limited	Silver
72	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR	Bag's Fantasy - Dark Fantasy	Impact Communications Pvt Ltd	ITC Limited	Silver
73	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR	Haisha - Celebrating Arts of Odisha	Anagrad Madison	Pollux Industries Limited	Gold
74	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR	Her Shehar Misaage Ki Lethar	Insight India Network	TVS Motor Company Limited	Bronze
75	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	LAUNCHRE-LAUNCH EVENT OF THE YEAR	Pulse & Avasar Anek	Anagrad Madison	Dharampal Sahaspal Foods Ltd	Silver
76	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	LAUNCHRE-LAUNCH EVENT OF THE YEAR	From Problem to Protection: Laneo Farmer-First Launchh!		Dhanuka Agritech Limited	Silver
77	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	LAUNCHRE-LAUNCH EVENT OF THE YEAR	Calce - Commment Ki Drive	Anagrad Madison	GS Calce India Private Limited	Bronze
78	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	LAUNCHRE-LAUNCH EVENT OF THE YEAR	Go! Superher Launch Event	Impact Communications Pvt Ltd	Gold of India Limited	Bronze
79	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	LAUNCHRE-LAUNCH EVENT OF THE YEAR	My Maskedand X RBL X KOLC	Posterscope India	Mastercard India Services Private Limited	Certificate
80	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	LAUNCHRE-LAUNCH EVENT OF THE YEAR	Sharp - Power of 7	Impact Communications Pvt Ltd	Sharp India Limited	Certificate
81	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	NEW ON GROUND PROPERTY OF THE YEAR	EV City	Insight India Network	Mahindra Last Mile Mobility Ltd	Bronze
82	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	NEW ON GROUND PROPERTY OF THE YEAR	Mere Ghar Ki Agri	Insight India Network	Tata Consumer Products Limited	Bronze
83	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	NEW ON GROUND PROPERTY OF THE YEAR	Pollux Khushiyon Ka Mela	Anagrad Madison	Pollux Industries Limited	Bronze
84	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	NEW ON GROUND PROPERTY OF THE YEAR	Rambhava - A Mela with a Mela	Impact Communications Pvt Ltd	ITC Limited	Silver
85	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	NEW ON GROUND PROPERTY OF THE YEAR	Shanti Mahotsav 2025 - Kirti, Kala aur Udyog ka Sangam	Anagrad Madison	Zila Paryatan Evam Samakshi Parishad, Shanti	Certificate
86	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	SALES PROMOTION CAMPAIGN OF THE YEAR	Bingo Bhaskar Lok (Kumbh)	Impact Communications Pvt Ltd	ITC Limited	Silver
87	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	SALES PROMOTION CAMPAIGN OF THE YEAR	Fena - Sashati Aaliyan	Impact Communications Pvt Ltd	Fena Pvt. Ltd.	Gold
88	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	SALES PROMOTION CAMPAIGN OF THE YEAR	HPCL - Di Milao HP Se	Anagrad Madison	Hindustan Petroleum Corporation Limited, India	Gold
89	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	SALES PROMOTION CAMPAIGN OF THE YEAR	The Gropka Journey: Earning Trust in Every Field	Impact Communications Pvt Ltd	Comorand International Limited	Gold
90	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	SMALL BUDGET CAMPAIGN OF THE YEAR	Endurance - Loyalty Programme Campaign	Anagrad Madison	ENDURANCE TECHNOLOGIES LIMITED	Certificate
91	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	SMALL BUDGET CAMPAIGN OF THE YEAR	Tata Tea Agra Wholesale Activation	Impact Communications Pvt Ltd	Tata Consumer Products Limited	Bronze
92	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	USE OF TRADITIONAL CAMPAIGN	Chakra - A Little	Impact Communications Pvt Ltd	Indira India Corporation Limited	Silver
93	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	USE OF TRADITIONAL CAMPAIGN	AlpicoHappiness of Little Choco Pie	Impact Communications Pvt Ltd	Lotte India Corporation Limited	Silver
94	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	USE OF TRADITIONAL CAMPAIGN	Amra Durga	Impact Communications Pvt Ltd	Ujjwala Small Finance Bank Limited	Silver
95	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	USE OF TRADITIONAL CAMPAIGN	END 3 in 1 at Maha Kumbh	Impact Communications Pvt Ltd	Haleon - GlassofHillbabe Asia Pvt Ltd	Silver
96	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	USE OF TRADITIONAL CAMPAIGN	Pulse & Avasar Anek	Anagrad Madison	Dharampal Sahaspal Foods Ltd	Silver
97	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	USE OF TRADITIONAL CAMPAIGN	Surfrest Suryajya	Impact Communications Pvt Ltd	Haleon - GlassofHillbabe Asia Pvt Ltd	Silver
98	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BEST INNOVATIVE CAMPAIGN OF THE YEAR	Unilever Bar AR Campaign	Unilever Nepal	Unilever Nepal Limited	Gold
99	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BEST INNOVATIVE CAMPAIGN OF THE YEAR	Harpoon: Hygiene for all, Power for her	Living Brands	Quasi Enterprise Ltd	Gold
100	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BEST INNOVATIVE CAMPAIGN OF THE YEAR	Walton Fan Campaign - "Breeze on Wheels"	Habson Communication	Walton Kilchen Appliances	Gold
101	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BEST INNOVATIVE CAMPAIGN OF THE YEAR	Walton Home Appliances - "Smile Free Home Ministry"	Habson Communication	Walton Kilchen Appliances	Gold
102	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BEST INNOVATIVE CAMPAIGN OF THE YEAR	Walton Kilchen Appliances - "From Earth to Hearth - A Safer Tomorrow Begins Today"	Habson Communication	Walton Kilchen Appliances	Gold
103	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BEST INTEGRATED CAMPAIGN OF THE YEAR	Harpoon: Hygiene for all, Power for her	Habson Communication Ltd & Living Brands	Quasi Enterprise Ltd	Bronze
104	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BEST LONGTERM CAMPAIGN	Unilever Haat bazar & Dohori	Lemon	Unilever Nepal Limited	Bronze
105	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BEST LONGTERM CAMPAIGN	Sunsilk Vibs	Lemon	Unilever Nepal Limited	Silver
106	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BEST USE OF DIGITAL TECHNOLOGY	Dive Ready Bar AR Campaign	Unilever Nepal	Unilever Nepal Limited	Bronze
107	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BEST USE OF SOCIAL MEDIA	Bigmat - Tapai to Chomeki	D Tienty Design lab Pvt Ltd	Unilever Nepal Limited	Silver
108	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BEST USE OF SOCIAL MEDIA	From Awareness to Adoption: Kashi Gen Z L&L Digital Push in Tik Tok	Iskash Limited	Iskash Limited	Gold
109	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BEST USE OF SOCIAL MEDIA	Harpoon: Hygiene for all, Power for her	Living Brands	Quasi Enterprise Ltd	Gold
110	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BEST USE OF SOCIAL MEDIA	POND'S: Miracle Happen	Lemon	Unilever Nepal Limited	Bronze
111	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BEST USE OF SOCIAL MEDIA	Sunsilk Vibs	Unilever Nepal	Unilever Nepal Limited	Silver
112	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BRAND AWARENESS	Harpoon: Hygiene for all, Power for her	Living Brands	Quasi Enterprise Ltd	Silver
113	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BRAND AWARENESS	Samsung CE - myjo to Uphear	Digitalip Nepal	Samsung India Electronics Pvt. Ltd.	Gold
114	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BRAND AWARENESS	Walton Fan Campaign - "Breeze on Wheels"	Habson Communication	Walton Kilchen Appliances	Silver
115	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BRAND AWARENESS	Walton Home & Kilchen Appliances - "Smarty Kon Nijer"	Habson Communication	Walton Kilchen Appliances	Silver
116	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BRAND AWARENESS	Walton Home Appliances - "Stress Freek Home Ministry"	Habson Communication	Walton Kilchen Appliances	Gold
117	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	BRAND AWARENESS	Walton Kilchen Appliances - "From Earth to Hearth - A Safer Tomorrow Begins Today"	Habson Communication	Walton Kilchen Appliances	Gold
118	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR	Dove Ready Bar AR Campaign	Unilever Nepal	Unilever Nepal Limited	Gold
119	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR	Isparhadi Tea Lounge	Habson Communication	Isparhadi Mizorone Tea	Gold
120	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR	Mountain Dew Sall - Sings Dar Ko Road, Let On From Dabba	Digitalip Nepal	Venus Beverages Nepal	Bronze
121	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR	Walton Fan Campaign Breeze on Wheeles	Habson Communication	Walton Kilchen Appliances	Silver
122	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR	Walton Home & Kilchen Appliances - "Smarty Kon Nijer"	Habson Communication	Walton Kilchen Appliances	Silver
123	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR				
124	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR				
125	BTL PROMOTIONAL & ACTIVATION CAMPAIGN	EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR				

S.No.	Category	Sub-category	Campaign Name	Agency	Company name	Metal
126	EMERGING MARKET CATEGORIES (SOUTH EAST ASIA)	EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR	Walton Home Appliances - Stress Freeek Homek Ministry	Habson Communication	Walton Kitchen Appliance	Gold
127	EMERGING MARKET CATEGORIES (SOUTH EAST ASIA)	EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR	Walton Kitchen Appliance - From Earth to Hearth: A Saffor Tomorrow Begins Today"	Habson Communication	Walton Kitchen Appliance	Silver
128	EMERGING MARKET CATEGORIES (SOUTH EAST ASIA)	HEALTH & HYGIENE	HEALTH & HYGIENE	Healthy day also	Final Light Co Ltd	Silver
129	EMERGING MARKET CATEGORIES (SOUTH EAST ASIA)	PROMOTIONAL CAMPAIGN OF THE YEAR	Elai Salami: A Tradition Remastered by iKash	iKash Limited		Gold
130	EMERGING MARKET CATEGORIES (SOUTH EAST ASIA)	PROMOTIONAL CAMPAIGN OF THE YEAR	Nepal Premier League	Lenon	North Assets Limited	Bronze
131	EMERGING MARKET CATEGORIES (SOUTH EAST ASIA)	PROMOTIONAL CAMPAIGN OF THE YEAR	Samsung CE, move to Upbeat	Digipah Nepal	Samsung India Electronics Pvt Ltd	Silver
132	EMERGING MARKET CATEGORIES (SOUTH EAST ASIA)	PROMOTIONAL CAMPAIGN OF THE YEAR	Walton Kitchen Appliance - From Earth to Hearth: A Saffor Tomorrow Begins Today"	Habson Communication	Walton Kitchen Appliance	Bronze
133	EMERGING MARKET CATEGORIES (SOUTH EAST ASIA)	SOCIAL DEVELOPMENT & CSR CAMPAIGN OF THE YEAR	From Intention to Impact: How iKash Powered Donation During August 2024 Flood Crisis	iKash Limited		Gold
134	EMERGING MARKET CATEGORIES (SOUTH EAST ASIA)	SOCIAL DEVELOPMENT & CSR CAMPAIGN OF THE YEAR	Hesperus: Triggered by the Power for the	Avenging Brands	Quint Enterprise Ltd	Silver
135	EMERGING MARKET CATEGORIES (SOUTH EAST ASIA)	SOCIAL DEVELOPMENT & CSR CAMPAIGN OF THE YEAR	Walton Fan Campaign - "Breeze on Wheels"	Habson Communication	Walton Kitchen Appliance	Silver
136	EMERGING MARKET CATEGORIES (SOUTH EAST ASIA)	SOCIAL DEVELOPMENT & CSR CAMPAIGN OF THE YEAR	Walton Home Appliances - Stress Free Home Ministry	Habson Communication	Walton Kitchen Appliance	Silver
137	EMERGING MARKET CATEGORIES (SOUTH EAST ASIA)	SOCIAL DEVELOPMENT & CSR CAMPAIGN OF THE YEAR	Walton Kitchen Appliance - From Earth to Hearth: A Saffor Tomorrow Begins Today"	Habson Communication	Walton Kitchen Appliance	Bronze
138	EXCLUSIVE ENTRIES	Best Use of Outdoor Media	TVS	Jagran Engage	TVS Motor Company Limited	Certificate
139	PRAYAG MAHA KUMBI MELA 2025	BEST ACTIVATION FOR THE PILGRIM CONVENIENCE	Baggi Mahakumbh Seva Kendra SE " Warmth for the Unshoppable Spirit	Anugrah Madison	Bajaj Electricals Pvt Ltd	Bronze
140	PRAYAG MAHA KUMBI MELA 2025	BEST ACTIVATION FOR THE PILGRIM CONVENIENCE	Chegg: Seward Ki Dahi (Maha Kumbh)	Brand Street Integrated	Cafelot Foods Private Limited	Silver
141	PRAYAG MAHA KUMBI MELA 2025	BEST ACTIVATION FOR THE PILGRIM CONVENIENCE	Maggi 2 Minute Aap Ke Lye - Maha Kumbh Mela	Entertainment Network (India)	Nestle India Limited	Bronze
142	PRAYAG MAHA KUMBI MELA 2025	BEST ACTIVATION FOR THE PILGRIM CONVENIENCE	Vaisik Ki Rahat	Mindwave Media Pvt Ltd	Phar Pharmaceutical Industries Pvt Ltd	Silver
143	PRAYAG MAHA KUMBI MELA 2025	BEST CAMPAIGN LEVERAGING TECHNOLOGY EXPERIENCE & ENGAGEMENT	ENO 3-in-1 Mela Kumbh	Brand Communications Pvt Ltd	Habson Communication Pvt Ltd	Gold
144	PRAYAG MAHA KUMBI MELA 2025	BEST CAMPAIGN LEVERAGING TECHNOLOGY EXPERIENCE & ENGAGEMENT	Sensodyne - Oral Health Drive at Kumbh	Impact Communications Pvt Ltd	Haleon - GlaxoSmithKline Asia Pvt Ltd	Silver
145	PRAYAG MAHA KUMBI MELA 2025	COLLABORATIVE CAMPAIGN WITH ADMINISTRATION / MELA AUTHORITY	Maggi 2 Minute Aap Ke Lye - Maha Kumbh Mela	Entertainment Network (India)	Nestle India Limited	Certificate
146	PRAYAG MAHA KUMBI MELA 2025	HEALTH & HYGIENE	ENO 3-in-1 Mela Kumbh	Impact Communications Pvt Ltd	Habson Communication Pvt Ltd	Silver
147	PRAYAG MAHA KUMBI MELA 2025	HEALTH & HYGIENE	Prathista Se Parle Dard Sun	Mindwave Media Pvt Ltd	Dabur India Limited	Silver
148	PRAYAG MAHA KUMBI MELA 2025	HEALTH & HYGIENE	Sensodyne - Oral Hygiene	Impact Communications Pvt Ltd	Haleon - GlaxoSmithKline Asia Pvt Ltd	Silver
149	PRAYAG MAHA KUMBI MELA 2025	HEALTH & HYGIENE	Sun Neo - Bringing the Sun Wherever You Go	Anugrah Madison	Sun TV Network	Silver
150	PRAYAG MAHA KUMBI MELA 2025	HEALTH & HYGIENE	Vish-John's Grocery Ka MahaKumbh	Brand Street Integrated	Vish-John Healthcare India LLP	Silver
151	PRAYAG MAHA KUMBI MELA 2025	SUSTAINABILITY AND SOCIAL CAMPAIGNS	PHNIA	Impact Communications Pvt Ltd	CASE Construction Equipment (I) Ltd	Gold
152	PRAYAG MAHA KUMBI MELA 2025	SUSTAINABILITY AND SOCIAL CAMPAIGNS	Mahakumbh Ka Mahakumbh	Natter Digital Solutions Pvt Ltd	Himalaya Wellness Company	Silver
153	SPECIAL CATEGORIES	AGRICULTURE & ALLIED CAMPAIGNS	AdiGo - Agriculture As a Service	AdiGo - Agriculture As a Service (Internal Startu	Ultratech Cement Ltd	Silver
154	SPECIAL CATEGORIES	AGRICULTURE & ALLIED CAMPAIGNS	Best Use of technology	AdiGo - Agriculture As a Service (Internal Startu	Ultratech Cement Ltd	Silver
155	SPECIAL CATEGORIES	AGRICULTURE & ALLIED CAMPAIGNS	Maheshwar - Ek Aboo Naats		Coromandel International Limited	Certificate
156	SPECIAL CATEGORIES	AGRICULTURE & ALLIED CAMPAIGNS	PHNIA: Empowering Farmers, Enriching Fields	Covansa Media Pvt Ltd	Maheshwar Agr Tech Limited (Formerly known as Smartchem Technologies Limited and 100 % subsidiary of	Bronze
157	SPECIAL CATEGORIES	AGRICULTURE & ALLIED CAMPAIGNS	PHNIA: Empowering Farmers, Enriching Fields	Covansa Media Pvt Ltd	Goodi Agri	Silver
158	SPECIAL CATEGORIES	BEST ATL CAMPAIGN OF THE YEAR	Jinke Bharosa Dharma: Usha Bharosa Chhaya	Posterscope India	Coromandel International Limited	Gold
159	SPECIAL CATEGORIES	BFSI CAMPAIGN OF THE YEAR	AMFI - Bharat Nivesh Yatra	Posterscope India	Association of Mutual Funds across India	Silver
160	SPECIAL CATEGORIES	BFSI CAMPAIGN OF THE YEAR	Be Scan Safe: An Initiative by SBI	Vinn Solutions Ltd	State Bank of India	Silver
161	SPECIAL CATEGORIES	FINANCIAL LITERACY	IRDAI 2047 Vision - State Insurance Plan Awareness Activities	West Coast Life Insurance Company Ltd	SBI General Insurance Company Ltd	Bronze
162	SPECIAL CATEGORIES	FINANCIAL LITERACY	Prathakir Bharatika Bina (Parametric Insurance)	TVS Credit Services Limited	SBI General Insurance Company Ltd	Bronze
163	SPECIAL CATEGORIES	FINANCIAL LITERACY	The Freshness Check by TVS Credit	TVS Credit Services Limited	TVS Credit Services Limited	Bronze
164	SPECIAL CATEGORIES	GOVERNMENT CAMPAIGN OF THE YEAR	Shanti Mahotsav 2025 - Krishi, Kala aur Udyog to Sangam	Anugrah Madison	Yash Pratap Evam Sanskrit Parishad, Shanti	Silver
165	SPECIAL CATEGORIES	GOVERNMENT CAMPAIGN OF THE YEAR	ULLAS SE A Sap Towards Literate India	Vinn Solutions	Government of Rajasthan	Certificate
166	SPECIAL CATEGORIES	HEALTH & HYGIENE	Astrocard Seal - Sothe Ka Chikitsa	ITC Limited		Silver
167	SPECIAL CATEGORIES	RESEARCH PROJECT OF THE YEAR	Digital Bharat Ka Kisaan - Insights from the Heart of Rural India	Impact Communications Pvt Ltd	Covansa Media Pvt Ltd	Bronze
168	SPECIAL CATEGORIES	RESEARCH PROJECT OF THE YEAR	Your Smile, Our Strength		Covansa Media Pvt Ltd	Bronze
169	SPECIAL CATEGORIES	RURAL SELF-HELP GROUPS	Shringara Life Devl	Goldmine Advertising Pvt Ltd	TVS Credit Services Limited	Silver
170	SPECIAL CATEGORIES	RURAL SELF-HELP GROUPS	Mera Ghar Ki Aagi	Insight India Network	Brand Premium Corporation Limited	Silver
171	SPECIAL CATEGORIES	RURAL SELF-HELP GROUPS	MTR - Ruchi Sambharas	Insight India Network	Tata Consumer Products Limited	Bronze
172	SPECIAL CATEGORIES	RURAL SELF-HELP GROUPS	MTR - Ruchi Sambharas	Insight India Network	MTR Foods Pvt. Ltd	Silver
173	SPECIAL CATEGORIES	RURAL SELF-HELP GROUPS	Promoting Sustainable Livelihoods for the SHGs from the Employed community of the Manoharpur Coal Mine Project, Hengra, Sundargarh, Odisha		MART Global Management Solutions LLP	S