

Abby 2017 - Metal Winners

Category	Category Code	Sub-category	Brand	Caption	Agency	Metal
Special Abby (Gender Sensitive)	27	Special Abby (Gender Sensitive)	Star Plus	Nayi Soch- Cricket	Star India Pvt. Ltd.	Gold
Special Abby (Gender Sensitive)	27	Special Abby (Gender Sensitive)	Red Dot Foundation	Not My hero	JWT India	Bronze
Special Abby (Gender Sensitive)	27	Special Abby (Gender Sensitive)	UrbanClap	UrbanClap: Men's Day	Cellar Door Productions Pvt. Ltd.	Silver
Special Abby (Gender Sensitive)	27	Special Abby (Gender Sensitive)	Haiyya	My daughter will	JWT India	Silver
Design	17a	Corporate / brand identity: a new brand logo, and it's applications or a corporate rebranding scheme, with 3 or more applications including online branding	Toshin Chocolaterie and Patisserie	Masterstroke	Open Strategy & Design Pvt. Ltd.	Gold
Design	17a	Corporate / brand identity: a new brand logo, and it's applications or a corporate rebranding scheme, with 3 or more applications including online branding	Herbivore	The Infinite Vegetarian	Open Strategy & Design Pvt. Ltd.	Silver
Design	17a	Corporate / brand identity: a new brand logo, and it's applications or a corporate rebranding scheme, with 3 or more applications including online branding	Communiti	Communiti	GARAGE	Bronze
Design	17b	Stationery-business cards, letterheads, envelopes, CD covers etc	-	-	-	No Metals
Design	17c	Brochures, Catalogues and Annual Reports	Integriti Clothing	The Inspiration Book	Autumn Winter Communications and Design	Bronze
Design	17c	Brochures, Catalogues and Annual Reports	Peppermint Clothing	Floral Diary	Autumn Winter Communications and Design	Silver
Design	17c	Brochures, Catalogues and Annual Reports	Mumbai Press Club	In The News Today.	Open Strategy & Design Pvt. Ltd.	Gold
Design	17c	Brochures, Catalogues and Annual Reports	Toshin	Astral Projection	Open Strategy & Design Pvt. Ltd.	Bronze
Design	17d	Use of Design in Direct Mail: invitations, greeting cards, announcements	TAG	GourmART Invite	Umbrella Design	Bronze
Design	17d	Use of Design in Direct Mail: invitations, greeting cards, announcements	Osho Industries Ltd.	Unzip the potential	Viral Pandya	Gold
Design	17d	Use of Design in Direct Mail: invitations, greeting cards, announcements	Nanhi Kali	DM Wedding Invite	Famous Innovations Digital Creative Pvt Ltd	Gold
Design	17e	Use of Design in posters: film, event, corporate, traditional poster	Imaginarium	Think it. Print it.	Open Strategy & Design Pvt. Ltd.	Gold
Design	17e	Use of Design in posters: film, event, corporate, traditional poster	Zentel	Worm Colony	Medulla Communications	Bronze

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Design	17e	Use of Design in posters: film, event, corporate, traditional poster	Wood Arts	Life Story 1	The Social Street	Bronze
Design	17e	Use of Design in posters: film, event, corporate, traditional poster	Wood Arts	Life Story 3	The Social Street	Bronze
Design	17e	Use of Design in posters: film, event, corporate, traditional poster	Madhya Pradesh Police Ujjain	Door Step - Resort	The Social Street	Bronze
Design	17e	Use of Design in posters: film, event, corporate, traditional poster	Faber Chimney	Fox	JWT India	Bronze
Design	17f	Publications, books, diaries, newspapers, magazines	Papers by Kyoorius	For color, with color, by color	Y studio	Bronze
Design	17g	Calendars	-	-	-	No Metals
Design	17h	Typography Design	Imaginarium	Imaginarium Typeface	Open Strategy & Design Pvt. Ltd.	Bronze
Design	17i	Packaging: original design and finished pack	Osho Industries Ltd.	Relish the future	Viral Pandya	Bronze
Design	17i	Packaging: original design and finished pack	Opium Eyewear	It's how you look at it.	Open Strategy & Design Pvt. Ltd.	Silver
Design	17l	Craft in Design: Use of Copywriting	Filter Press	Fake Notebooks: Identifying winning stocks using homeopathy,	Alok Nanda and Company (Communications) Pvt. Ltd	Silver
Design	17l	Craft in Design: Use of Copywriting	Filter Press	Fake Notebooks: The Gentleman's Guide to Maintaining Composure Whilst Observing Test Cricket	Alok Nanda and Company (Communications) Pvt. Ltd	
Design	17l	Craft in Design: Use of Copywriting	Filter Press	Fake Notebooks: Low Spectrum Radio Frequencies and Their Role in the Poetry of J.J.Byramjee	Alok Nanda and Company (Communications) Pvt. Ltd	
Design	17l	Craft in Design: Use of Copywriting	Mumbai Press Club	In The News Today.	Open Strategy & Design Pvt. Ltd.	Silver
Design	17j	Environment design: for retail spaces, services, workplace, Public, Space and Community	TAG	THE AMATEUR ART GALLERY	Umbrella Design	Silver
Design	17j	Environment design: for retail spaces, services, workplace, Public, Space and Community	Communiti	Communiti	GARAGE	Bronze
Design	17k	Best Integrated Design Campaign using 2 or more Design Sub-Categories (From Categories 17a to 17j only) e.g. packaging and identity	TAG	TAG GourmArt Kitchen	Umbrella Design	Silver
Design	17k	Best Integrated Design Campaign using 2 or more Design Sub-Categories (From Categories 17a to 17j only) e.g. packaging and identity	Toshin Chocolaterie and Patisserie	Masterstroke	Open Strategy & Design Pvt. Ltd.	Gold
Design	17m	Craft in Design: Use of Typography	Integriti Clothing	The Inspiration book	Autumn Winter Communications and Design	Bronze
Design	17m	Craft in Design: Use of Typography	Wood Arts	Life Story 2	The Social Street	Bronze
Design	17m	Craft in Design: Use of Typography	Wood Arts	Life Story 3	The Social Street	Bronze

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Design	17m	Craft in Design: Use of Typography	YELLO	He She Tote Bags	Hyphen (ANC)	Bronze
Design	17n	Craft in Design: Use of Illustration	Apollo Tyres Ltd.	Inflated Tyres - Date	JWT India	Silver
Design	17n	Craft in Design: Use of Illustration	Apollo Tyres Ltd.	Inflated Tyres - Meeting	JWT India	
Design	17n	Craft in Design: Use of Illustration	Apollo Tyres Ltd.	Inflated Tyres - Party	JWT India	
Design	17n	Craft in Design: Use of Illustration	Enormous Brands	Happier New Year	Enormous	Bronze
Design	17n	Craft in Design: Use of Illustration	Nestle + Nanhi Kali	Illustrated Children's Books	Famous Innovations Digital Creative Pvt Ltd	Silver
Design	17o	Craft in Design: Use of Photography	Integriti Clothing	The Inspiration book	Autumn Winter Communications and Design	Bronze
Design	17o	Craft in Design: Use of Photography	Toshin	Dark Matter	Open Strategy & Design Pvt. Ltd.	Silver
Design	17o	Craft in Design: Use of Photography	Toshin	Dark Matter	Open Strategy & Design Pvt. Ltd.	Bronze
Design	17o	Craft in Design: Use of Photography	Peppermint Clothing	Posters - Glossy Garden Stories	Autumn Winter Communications and Design	Bronze
Design	17p	Craft in Design: Use of Mixed media	Zentel	Worm Colony	Medulla Communications	Bronze
Design	17p	Craft in Design: Use of Mixed media	Osho Industries Ltd.	Unzip the potential	Viral Pandya	Silver
Design	17p	Craft in Design: Use of Mixed media	Wood Arts	Life Story 2	The Social Street	Bronze
Design	17q	Craft in Design: Use of Product Design...innovative use of design in a product.	Shalimar Paints	World's Quickest Quick Dry paint Demo	DENTSU IMPACT- DENTSU AEGIS NETWORK	Bronze
Design	17q	Craft in Design: Use of Product Design...innovative use of design in a product.	WORK IN INDIA	MUKHOTA - Life Saving Mask	Kinetic India	Bronze
Public Relations	23a	Food and Beverages	Saffola Masala Oats	#BreakUpWithJunk	Marico Limited	Bronze
Public Relations	23b	Consumer goods: Toiletries, Cosmetics and Healthcare	Saffolalife	#SmallStepsToHealthyHeart	Marico Limited	Bronze
Public Relations	23c	Luxury goods, Fashion & Beauty	Adidas	Odds by Adidas	Taproot Dentsu	Silver
Public Relations	23d	Household and Business Appliances	Godrej Appliances	UnhungryIndia	AdFactors PR	Gold
Public Relations	23e	Automotive Vehicles and Accessories				No Metals
Public Relations	23f	Telecom Products and Services				No Metals
Public Relations	23g	Financial Services	ClearTax	ClearTax - Making Income Tax Easy	Value 360 Communications	Bronze
Public Relations	23h	Household Products and Maintenance	GoodKnight	Goodknight encourages kids to step outside with the Launch of India's first fabric roll-on mosquito repellent	Godrej inds	Silver
Public Relations	23i	Media and Publications	Fever 104 FM	Don't Shame The Name	JWT India	Bronze
Public Relations	23j	Business and Home Services	Shopmatic	Empowering SMEs: Shopmatic	Value 360 Communications	Silver
Public Relations	23k	Retail Advertising	Cafe Coffee Day	Launch of Café Coffee Day's winter menu, 'Magical Brews'	Madison Public Relations	Bronze

Category	Category Code	Sub-category	Brand	Caption	Agency	Metal
Public Relations	23l	Travel, Entertainment and Leisure				No Metals
Public Relations	23m	Corporate	Urban Ladder	Mattress Tester	Urban Ladder	Gold
Public Relations	23m	Corporate	Godrej Appliances	UnhungryIndia	AdFactors PR	Silver
Public Relations	23m	Corporate	Jaslok Hospital and Research Centre	The Dyslexic Captcha	Dentsu Webchutney	Gold
Public Relations	23m	Corporate	Karma Filter Tips	Butts to Buds	The Social Street	Bronze
Public Relations	23m	Corporate	TATA Power Delhi Distribution Limited	An Independence Day Free From Kite Flying Accidents	Innocean Worldwide Communications	Bronze
Public Relations	23m	Corporate	Asian Paints	Asian Paints & St+Art- Bringing art to the masses	Madison Public Relations	Silver
Public Relations	23m	Corporate	IndusInd Bank	Realising the Olympic dream	Adfactors PR	Bronze
Public Relations	23n	Public Service, Appeals and Charity	Om Creations Trust	Down's Syndrome art winning hearts	Adfactors PR	Gold
Public Relations	23n	Public Service, Appeals and Charity	Saffolalife	#SmallStepsToHealthyHeart	Marico Limited	Bronze
Public Relations	23o	Crisis Communications & Issue Management				No Metals
Public Relations	23p	Events & Experiential PR	PMC Care	Ganesh Immersion Booths	Setu Advertising Private Limited	Gold
Public Relations	23p	Events & Experiential PR	Intel India	EK Kadam Unnati Ki Aur	Pulp Strategy Communications Pvt. Ltd.	Bronze
Public Relations	23p	Events & Experiential PR	Godrej Appliances	UnhungryIndia	AdFactors PR	Bronze
Public Relations	23p	Events & Experiential PR	Asian Paints	Asian Paints & St+Art- I love Hyderabad	Madison Public Relations	Silver
Public Relations	23p	Events & Experiential PR	Reckitt Benckiser India Pvt. Ltd - Mortein	Mortein - Kill the real demons	Havas Worldwide India Pvt. Ltd	Silver
Public Relations	23p	Events & Experiential PR	Saffola Masala Oats	#BreakUpWithJunk	Marico Limited	Bronze
Public Relations	23p	Events & Experiential PR	Saffolalife	#SmallStepsToHealthyHeart	Marico Limited	Bronze
Public Relations	23q	Celebrity Endorsement	Adidas	Odds by Adidas	Taproot Dentsu	Silver
Public Relations	23q	Celebrity Endorsement	Reebok India	Fit To Fight	Isobar India	Gold
Public Relations	23q	Celebrity Endorsement	Saffolalife	#SmallStepsToHealthyHeart	Marico Limited	Bronze
Public Relations	23r	Sponsorship	Airtel	Make Your Run Count	JWT India	Bronze
Public Relations	23r	Sponsorship	IndusInd Bank	Realising the Olympic dream	Adfactors PR	Silver
Public Relations	23s	Integrated Campaign led by PR	Godrej Appliances	UnhungryIndia	AdFactors PR	Gold
Public Relations	23s	Integrated Campaign led by PR	Adidas	Odds by Adidas	Taproot Dentsu	Silver
Public Relations	23s	Integrated Campaign led by PR	IndusInd Bank	Realising the Olympic dream	Adfactors PR	Bronze
Public Relations	23s	Integrated Campaign led by PR	Star World Premiere HD	Creating Channel Mindspace for Star World Premiere HD	Weber Shandwick	Bronze
Public Relations	23s	Integrated Campaign led by PR	Saffolalife	#SmallStepsToHealthyHeart	Marico Limited	Bronze
Ambient Media	16a	Bars, restaurants & stores	Project Hers	Project Hers	Milestone Brandcom	Bronze
Ambient Media	16f	Digital outdoor				No Metals
Ambient Media	16e	Transit Media Usage	WORK IN INDIA	MUKHOTA - Life Saving Mask	Kinetic India	Gold
Ambient Media	16b	Small scale special solutions	Doors Step School	World's first streets named after Street kids.	FCB Interface, Mumbai	Bronze
Ambient Media	16b	Small scale special solutions	Nestle + Nanhi Kali	Illustrated Children's Books	Famous Innovations Digital Creative Pvt Ltd	Silver
Ambient Media	16b	Small scale special solutions	Spykar	Half Bag Project	Scarecrow Communications	Bronze

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Ambient Media	16c	Special build	Doors Step School	World's first streets named after Street kids.	FCB Interface, Mumbai	Silver
Ambient Media	16c	Special build	Wood Arts	Life Story	The Social Street	Silver
Ambient Media	16c	Special build	Varuna Pumps	Life Saving Lightning Billboard	Scarecrow Communications	Silver
Ambient Media	16d	Experiential advertising	Airtel	Lifesaving Wallpapers	Taproot Dentsu	
Ambient Media	16d	Experiential advertising	Airtel	Lifesaving Wallpapers	Taproot Dentsu	Gold
Ambient Media	16d	Experiential advertising	Good Day	Stars in their Eyes	The Social Street	Silver
Ambient Media	16d	Experiential advertising	Dabur Lajja Kavach	Conquering the world's largest battle ground of brands -with shield of dignity	Milestone Brandcom	Bronze
Ambient Media	16d	Experiential advertising	Nestle + Nanhi Kali	Nestle Pack Change	Famous Innovations Digital Creative Pvt Ltd	Silver
Ambient Media	16d	Experiential advertising	Scarecrow & ideas@work	#ShatteredNotBroken	Scarecrow & ideas@work	Bronze
Direct	20a	20a : Flat Mail	Shaping Demand and Practices	Khoon Ka Rishta	BBC Media Action India Ltd.	Silver
Direct	20a	20a : Flat Mail	Osho Industries Ltd.	Unzip the potential	Viral Pandya	Bronze
Direct	20b	20b : Dimensional Mail	Gap	Gap Mumbai	Toast Events Pvt. Ltd.	Bronze
Direct	20b	20b : Dimensional Mail	Godrej Security Solutions	The News Necklace	JWT India	Silver
Direct	20b	20b : Dimensional Mail	Nestle + Nanhi Kali	Illustrated Children's Books	Famous Innovations Digital Creative Pvt. Ltd.	Silver
Direct	20c	20c : Direct Response Print	Adidas	Odds by Adidas	Taproot Dentsu	Gold
Direct	20c	20c : Direct Response Print	Adidas	Adidas Tale of Two	Taproot Dentsu	Silver
Direct	20d	20d : Direct Response (TV, Radio & infomercial)	Ola	Ola Micro	Happy mcgarrybowen	Bronze
Direct	20d	20d : Direct Response (TV, Radio & infomercial)	MAX HOSPITALS	STROKE	DENTSU IMPACT- DENTSU AEGIS NETWORK	Silver
Direct	20d	20d : Direct Response (TV, Radio & infomercial)	Adidas	Adidas Tale of Two	Taproot Dentsu	Silver
Direct	20d	20d : Direct Response (TV, Radio & infomercial)	Adidas	Odds by Adidas	Taproot Dentsu	Gold
Direct	20e	20e : Direct Response Digital	Ola	Ola- Drunk tweets	Happy mcgarrybowen	Bronze
Direct	20e	20e : Direct Response Digital	Flipkart	Flipstakart	Dentsu Webchutney	Bronze
Direct	20e	20e : Direct Response Digital	The Beer Cafe	Sonam Gupta Bewafaa Hai	Taproot Dentsu	Bronze
Direct	20e	20e : Direct Response Digital	Jaslok Hospital and Research Centre	The Dyslexic Captcha	Dentsu Webchutney	Gold
Direct	20e	20e : Direct Response Digital	Indian Red Cross Society	Blood Banking	JWT India	Silver
Direct	20f	20f : Direct Response Email marketing	Adlabs Imagica	The Most Magical Email	Sideways Consulting LLP	Silver
Direct	20f	20f : Direct Response Email marketing	Tata Teleservices Limited	The e-mailer that refused to load	ibs	Silver
Direct	20g	20g : Direct Response Mobile Marketing	American Tourister	Uber Tourister	Taproot Dentsu	Bronze
Direct	20g	20g : Direct Response Mobile Marketing	Maruti Suzuki India Limited	No Po Po: Honk less, earn rewards	Dentsu Webchutney	Silver
Direct	20g	20g : Direct Response Mobile Marketing	Indian Red Cross Society	Blood Banking	JWT India	Gold
Direct	20g	20g : Direct Response Mobile Marketing	Vodafone India Limited	Vodafone M-pesa Green Currency	Kinetic India	Bronze
Direct	20h	20h : Direct Campaign using Any 2 form	Ola	Ola- Micro	Happy mcgarrybowen	Bronze
Direct	20h	20h : Direct Campaign using Any 2 form	Adidas	Odds by Adidas	Taproot Dentsu	Gold
Integrated Advertising	1e	Food				No Metals
Integrated Advertising	2e	Beverages				No Metals

Category	Category Code	Sub-category	Brand	Caption	Agency	Metal
Integrated Advertising	3e	Toiletries, Cosmetics and Healthcare				No Metals
Integrated Advertising	4e	Clothing, Innerwear, Footwear and Accessories	Adidas	Odds by Adidas	Taproot Dentsu	Silver
Integrated Advertising	5e	Household and Business Appliances				No Metals
Integrated Advertising	6e	Automotive Vehicles and Accessories				No Metals
Integrated Advertising	7e	Telecom Products and Services				No Metals
Integrated Advertising	8e	Financial Services	Axis Mutual Fund	Do Your Homework	The Social Street	Bronze
Integrated Advertising	9e	Household Products and Maintenance				No Metals
Integrated Advertising	10e	Media and Publications	The Hindu	#SpiritofBengaluru	JWT India	Silver
Integrated Advertising	11e	Business and Home Services	NestAway	Homes That Don't Discriminate	JWT India	Gold
Integrated Advertising	12e	Retail Advertising				No Metals
Integrated Advertising	13e	Travel, Entertainment and Leisure	Ola	Ola Micro	Happy mcgarrybowen	Bronze
Integrated Advertising	14e	Corporate	Star Plus	Nayi Soch- Cricket	Star India Pvt. Ltd.	Gold
Integrated Advertising	14e	Corporate	Nestle + Nanhi Kali	Nestle Educate The Girl Child Integrated	Famous Innovations Digital Creative Pvt Ltd	Silver
Integrated Advertising	15e	Public Service, Appeals and Charity	Indian Association of Palliative Care	Last Words	Medulla Communications	Bronze
Out of Home	1d	Food				No Metals
Out of Home	2d	Beverages				No Metals
Out of Home	3d	Toiletries, Cosmetics and Healthcare	Zentel	Worm Colony	Medulla Communications	Gold
Out of Home	4d	Clothing, Innerwear, Footwear and Accessories	PEPPERMINT CLOTHING PVT LTD	Tales of Bling & Bloom	Autumn Winter Communications and Design	Silver
Out of Home	4d	Clothing, Innerwear, Footwear and Accessories		Glossy Garden Stories	Autumn Winter Communications and Design	
Out of Home	4d	Clothing, Innerwear, Footwear and Accessories		Ocean Dream Diaries	Autumn Winter Communications and Design	
Out of Home	4d	Clothing, Innerwear, Footwear and Accessories	Adidas	Poster 2	Taproot Dentsu	Bronze
Out of Home	5d	Household and Business Appliances	Panasonic	Suspect All – Police Station	Taproot Dentsu	Silver
Out of Home	5d	Household and Business Appliances	Panasonic	Suspect All – Wedding	Taproot Dentsu	
Out of Home	5d	Household and Business Appliances	Panasonic	Suspect Everyone – Hospital	Taproot Dentsu	
Out of Home	5d	Household and Business Appliances	Faber Chimney	Tiger	JWT India	Bronze
Out of Home	5d	Household and Business Appliances		Fox	JWT India	
Out of Home	5d	Household and Business Appliances		Cat	JWT India	
Out of Home	5d	Household and Business Appliances	HITACHI	EQUAL COMFORT 3	DENTSU IMPACT- DENTSU AEGIS NETWORK	Silver
Out of Home	5d	Household and Business Appliances		EQUAL COMFORT 2	DENTSU IMPACT- DENTSU AEGIS NETWORK	Bronze

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Out of Home	5d	Household and Business Appliances	Godrej Security Solutions	Asterisk - Husband	JWT India	Bronze
Out of Home	5d	Household and Business Appliances		Asterisk - Nanny	JWT India	
Out of Home	5d	Household and Business Appliances		Asterisk - Employees	JWT India	
Out of Home	5d	Household and Business Appliances	Varuna Pumps	Life Saving Lightning Billboard	Scarecrow Communications	Bronze
Out of Home	5d	Household and Business Appliances	Godrej Security Solutions	BANK LOCK UP	JWT India	Silver
Out of Home	5d	Household and Business Appliances		HOUSE ARREST	JWT India	
Out of Home	5d	Household and Business Appliances	Godrej Security Solutions	Robbery	JWT India	Silver
Out of Home	5d	Household and Business Appliances		Murder	JWT India	
Out of Home	6d	Automotive Vehicles and Accessories	Apollo Tyres Ltd.	Inflated Tyres - Date	JWT India	Gold
Out of Home	6d	Automotive Vehicles and Accessories		Inflated Tyres - Meeting	JWT India	
Out of Home	6d	Automotive Vehicles and Accessories		Inflated Tyres - Party	JWT India	
Out of Home	7d	Telecom Products and Services				No Metals
Out of Home	8d	Financial Services	Aegon Life	Price tags - Burger	The Social Street	Bronze
Out of Home	8d	Financial Services		Price tags - Furniture	The Social Street	
Out of Home	9d	Household Products and Maintenance				No Metals
Out of Home	10d	Media and Publications				No Metals
Out of Home	11d	Business and Home Services	VistaPrint.in	Divorce Lawyer	Madison BMB	Bronze
Out of Home	11d	Business and Home Services		Stray Dog Activist	Madison BMB	
Out of Home	11d	Business and Home Services		Funeral Singer	Madison BMB	
Out of Home	11d	Business and Home Services	Rustomjee	Google	ideas@work	Bronze
Out of Home	12d	Retail Advertising	P. N. Gadgil & Sons	Horse	ideas@work	Silver
Out of Home	12d	Retail Advertising		Elephant	ideas@work	
Out of Home	13d	Travel, Entertainment and Leisure				No Metals
Out of Home	14d	Corporate	Mother's Pride	Lisa's Teddydoggypiggy	Out of the Box	Silver
Out of Home	14d	Corporate	Mother's Pride	Tom's Elefdragonsaurus	Out of the Box	
Out of Home	14d	Corporate	Mother's Pride	Neil's Sheeponydonkey	Out of the Box	
Out of Home	14d	Corporate	Wood Arts	Life Story 1	The Social Street	Bronze
Out of Home	14d	Corporate		Life Story 2	The Social Street	
Out of Home	14d	Corporate		Life Story 3	The Social Street	
Out of Home	14d	Corporate		Life Story 4	The Social Street	
Out of Home	15d	Public Service, Appeals and Charity	T-20 World Cup Cricket for the Blind 2017	Blind Supporter - Virat Kohli	Out of the Box	Bronze
Out of Home	15d	Public Service, Appeals and Charity		Blind Supporter - Gautam Gambhir	Out of the Box	
Out of Home	15d	Public Service, Appeals and Charity		Blind Supporter - Ashish Nehra	Out of the Box	
Out of Home	15d	Public Service, Appeals and Charity		Blind Supporter - Ajinkya Rahane	Out of the Box	
Out of Home	15d	Public Service, Appeals and Charity	Aarti for Girls	Unforgettable Memories - Swimming Pool	The Social Street	Bronze

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Out of Home	15d	Public Service, Appeals and Charity	Dulux SuperClean	Paint their Future	Taproot Dentsu	Bronze
Out of Home	15d	Public Service, Appeals and Charity	Meljol	Blueprint - Neighbour	The Social Street	Bronze
Out of Home	15d	Public Service, Appeals and Charity	Madhya Pradesh Police Ujjain	Door Step - Resort	The Social Street	Bronze
Out of Home	15d	Public Service, Appeals and Charity		Door Step - Office	The Social Street	
Out of Home	15d	Public Service, Appeals and Charity		Door Step - Home	The Social Street	
Out of Home	15d	Public Service, Appeals and Charity	Bridge India	Give More - Woman	Law & Kenneth Saatchi & Saatchi Pvt. Ltd.	Bronze
Out of Home	15d	Public Service, Appeals and Charity		Give More - Girl	Law & Kenneth Saatchi & Saatchi Pvt. Ltd.	
Out of Home	15d	Public Service, Appeals and Charity	Wildlife Conservation Trust	Paint Brush - Squirrel	The Social Street	Gold
Out of Home	15d	Public Service, Appeals and Charity	Wildlife Conservation Trust	Paint Brush - Mongoose	The Social Street	
Out of Home	15d	Public Service, Appeals and Charity	Wildlife Conservation Trust	Paint Brush - Indian Weasel	The Social Street	
Out of Home	15d	Public Service, Appeals and Charity	Aarti for Girls	Evidence Bag 1	The Social Street	Gold
Out of Home	15d	Public Service, Appeals and Charity		Evidence Bag 2	The Social Street	
Out of Home	15d	Public Service, Appeals and Charity		Evidence Bag 3	The Social Street	
Out of Home	15d	Public Service, Appeals and Charity	Sanctuary Asia	SHARE THEIR PAIN	JWT India	Bronze
Out of Home	15d	Public Service, Appeals and Charity		SHARE THEIR PAIN	JWT India	
Out of Home	15d	Public Service, Appeals and Charity		SHARE THEIR PAIN	JWT India	
Broadcaster	1	Best launch of a TV channel				No Metals
Broadcaster	2	Best launch of a TV program using multi-media	P.O.W- Bandi Yuddh ke	P.O.W- Bandi Yuddh ke	Star India Pvt. Ltd.	Silver
Broadcaster	2	Best launch of a TV program using multi-media	Koffee with Karan Season 5	Brewing up a storm	Star India Pvt. Ltd.	Bronze
Broadcaster	3	Best TV reality show promo	Star World	Koffee with Karan - Promo	Star India Pvt. Ltd.	Silver
Broadcaster	4	Best TV fiction promo	P.O.W- Bandi Yuddh ke-Trailer	P.O.W- Bandi Yuddh ke-Trailer	Star India Pvt. Ltd.	Silver
Broadcaster	5	Best TV comedy show promo				No Metals
Broadcaster	6	Best TV kids program promo				No Metals
Broadcaster	7	Best TV news channel promo				No Metals
Broadcaster	8	Best TV sports channel program promo	Hotstar	Splits	hotstar.com	Bronze
Broadcaster	9	Best movie promo by a TV channel	LE PLEX (Sony Pictures Network India Pvt Ltd)	Chaplin	LE PLEX (Sony Pictures Network India Pvt Ltd)	Silver
Broadcaster	9	Best movie promo by a TV channel	Star Plus- Jungle Book	Jungle Book	Star India Pvt. Ltd.	Bronze
Broadcaster	9	Best movie promo by a TV channel	Star Movies India	Book Adaptations War promo	Star India Pvt. Ltd.	Silver
Broadcaster	10	Best TV program for Cause related Marketing				No Metals

Category	Category Code	Sub-category	Brand	Caption	Agency	Metal
Broadcaster	11	Best regional TV program promo (other than Hindi and English)				No Metals
Broadcaster	12	Best regional language channel launch (other than Hindi and English)				No Metals
Broadcaster	13	Best original music score for a TV Program.	P.O.W- Bandi Yuddh ke- Rab Di Baatein	P.O.W- Bandi Yuddh ke- Rab Di Baatein	Star India Pvt. Ltd.	Gold
Broadcaster	13	Best original music score for a TV Program.	P.O.W- Bandhi Yuddh ke- Rahiya Ve	P.O.W- Bandhi Yuddh ke- Rahiya Ve	Star India Pvt. Ltd.	Bronze
Broadcaster	13	Best original music score for a TV Program.	Shakti	Sonu Nigam Song_Shakti	Colors OAP	Gold
Broadcaster	13	Best original music score for a TV Program.	Comedy Central India	Suits - Mike's In Jail	Viacom18 Media Pvt Ltd	Silver
Brand Activation & Promotion	22a	Food	KFC	Teleconnect To Nashville	Blink Digital India Pvt Ltd	Bronze
Brand Activation & Promotion	22b	Beverages	Red Bull	Red Bull Soapbox Race 2016	Wizcraft International Entertainment Pvt. Ltd	Bronze
Brand Activation & Promotion	22c	Toiletries, Cosmetics and Healthcare	Health Assure	Spot of Sun	The Social Street	Silver
Brand Activation & Promotion	22c	Toiletries, Cosmetics and Healthcare	Concerta	ADHD Symptom Stamps	Medulla Communications	Bronze
Brand Activation & Promotion	22d	Clothing, Innerwear, Footwear and Accessories	American Tourister	Uber Tourister	Taproot Dentsu	Bronze
Brand Activation & Promotion	22d	Clothing, Innerwear, Footwear and Accessories	Adidas	Odds by Adidas	Taproot Dentsu	Bronze
Brand Activation & Promotion	22e	Household and Business Appliances				No Metals
Brand Activation & Promotion	22f	Automotive Vehicles and Accessories				No Metals
Brand Activation & Promotion	22g	Telecom Products and Services	Airtel	Open Network	Taproot Dentsu	Silver
Brand Activation & Promotion	22g	Telecom Products and Services	Airtel	Lifesaving Wallpapers	Taproot Dentsu	Bronze
Brand Activation & Promotion	22h	Financial Services				No Metals
Brand Activation & Promotion	22i	Household Products and Maintenance				No Metals
Brand Activation & Promotion	22j	Media and Publications	TNL Radio Network	Sugar Free Radio	TBWA\Sri Lanka	Silver
Brand Activation & Promotion	22j	Media and Publications	Star Plus	Nayi Soch Cricket Campaign	Star India Pvt. Ltd.	Bronze
Brand Activation & Promotion	22j	Media and Publications	Eighteen Plus Duets	Eighteen Plus a lot more	The Social Street	Bronze
Brand Activation & Promotion	22j	Media and Publications	Star Jalsha/West Bengal Police	Bring Them Back	The Social Street	Bronze
Brand Activation & Promotion	22k	Business and Home Services				No Metals
Brand Activation & Promotion	22l	Retail Advertising				No Metals
Brand Activation & Promotion	22m	Travel, Entertainment and Leisure				No Metals
Brand Activation & Promotion	22n	Corporate	Jaslok Hospital and Research Centre	The Dyslexic Captcha	Dentsu Webchutney	Silver

Category	Category Code	Sub-category	Brand	Caption	Agency	Metal
Brand Activation & Promotion	22n	Corporate	TNL Radio Network	Sugar Free Radio	TBWA\Sri Lanka	Silver
Brand Activation & Promotion	22n	Corporate	Star Jalsha/West Bengal Police	Bring Them Back	The Social Street	Bronze
Brand Activation & Promotion	22o	Public Service, Appeals and Charity	Doors Step School	World's first streets named after Street kids.	FCB Interface, Mumbai	Silver
Brand Activation & Promotion	22o	Public Service, Appeals and Charity	WORK IN INDIA	MUKHOTA - Life Saving Mask	Kinetic India	Bronze
Brand Activation & Promotion	22p	Ambient Media	Doors Step School	World's first streets named after Street kids.	FCB Interface, Mumbai	Bronze
Brand Activation & Promotion	22p	Ambient Media	Varuna Pumps	Life Saving Lightning Billboard	Scarecrow Communications	Bronze
Brand Activation & Promotion - Use of Promotion & Activation	22q	Use of Promotional Stunts and Live Advertising	KFC	Teleconnect To Nashville	Blink Digital India Pvt Ltd.	Silver
Brand Activation & Promotion - Use of Promotion & Activation	22q	Use of Promotional Stunts and Live Advertising	Airtel	AIRTEL OPEN NETWORK	Milestone Brandcom	Silver
Brand Activation & Promotion - Use of Promotion & Activation	22q	Use of Promotional Stunts and Live Advertising	Star Plus	Nayi Soch Cricket Campaign	Star India Pvt. Ltd.	Bronze
Brand Activation & Promotion - Use of Promotion & Activation	22q	Use of Promotional Stunts and Live Advertising	Pepsi	Pepsimoji Mood Vending Machine	JWT India	Bronze
Brand Activation & Promotion - Use of Promotion & Activation	22r	Use of Live Shows/Concerts/Festivals	Good Day	Stars in their Eyes	The Social Street	Gold
Brand Activation & Promotion - Use of Promotion & Activation	22r	Use of Live Shows/Concerts/Festivals	Reckitt Benckiser India Pvt. Ltd - Mortein	Mortein - Kill the real demons	Havas Worldwide India Pvt. Ltd.	Silver
Brand Activation & Promotion - Use of Promotion & Activation	22r	Use of Live Shows/Concerts/Festivals	Dabur Lajja Kavach	Conquering the world's largest battle ground of brands -with shield of dignity	Milestone Brandcom	Bronze
Brand Activation & Promotion - Use of Promotion & Activation	22s	Use of Guerrilla Marketing in a Promotional Campaign (Small Scale)	Morning Fresh	Bro'ster	Dentsu Webchutney	Silver
Brand Activation & Promotion - Use of Promotion & Activation	22t	Use of non-Traditional Ambient in a Promotional Campaign (Large Scale)	Star Jalsha	Bring Them Back	The Social Street	Silver
Brand Activation & Promotion - Use of Promotion & Activation	22u	Use of Customer in-Store Experience	Health Assure	Spot of Sun	The Social Street	Gold
Brand Activation & Promotion - Use of Promotion & Activation	22u	Use of Customer in-Store Experience	Concerta	ADHD Symptom Stamps	Medulla Communications	Silver
Brand Activation & Promotion - Use of Promotion & Activation	22v	Sponsorship or Partnership Campaigns	American Tourister	Uber Tourister	Taproot Dentsu	Silver
Brand Activation & Promotion - Use of Promotion & Activation	22v	Sponsorship or Partnership Campaigns	Star Jalsha	Bring Them Back	The Social Street	Silver
Brand Activation & Promotion - Use of Promotion & Activation	22v	Sponsorship or Partnership Campaigns	Good Day	Stars in their Eyes	The Social Street	Bronze

Category	Category Code	Sub-category	Brand	Caption	Agency	Metal
Brand Activation & Promotion - Integrated Campaign Led by Promo & Activation	22w	Programmes that use multiple media platforms in one promotional campaign	Adidas	Odds by Adidas	Taproot Dentsu	Gold
Brand Activation & Promotion - Integrated Campaign Led by Promo & Activation	22w	Programmes that use multiple media platforms in one promotional campaign	Airtel	Open Network	Taproot Dentsu	Silver
Branded Content & Entertainment	21a	Best fictional program, series or film where a client has successfully created a drama, comedy or miniseries around a product or brand including TV, mini-series, web series, cinema, DVD releases and online/digital.	Pepsi	Pepsi Mini Series	JWT India	Gold
Branded Content & Entertainment	21a	Best fictional program, series or film where a client has successfully created a drama, comedy or miniseries around a product or brand including TV, mini-series, web series, cinema, DVD releases and online/digital.	ITC Vivel	Amitabh Bachchan Unblushed #AbSamjhautaNahin	Culture Machine	Silver
Branded Content & Entertainment	21a	Best fictional program, series or film where a client has successfully created a drama, comedy or miniseries around a product or brand including TV, mini-series, web series, cinema, DVD releases and online/digital.	Tata Tiago	The untold story of India's biggest branded content series ever	Maxus	Bronze
Branded Content & Entertainment	21b	Best non-fiction program, series or film where a client has successfully created a reality, documentary or entertainment show around a product(s) or brand(s) including TV, mini-series, web series, cinema, DVD releases and online/digital.	Sonata	When Women's Courage prevailed from 8PM to 8AM	Maxus	Gold
Branded Content & Entertainment	21b	Best non-fiction program, series or film where a client has successfully created a reality, documentary or entertainment show around a product(s) or brand(s) including TV, mini-series, web series, cinema, DVD releases and online/digital.	Nestle + Nanhi Kali	School Chali Main	Famous Innovations Digital Creative Pvt. Ltd.	Silver

Category	Category Code	Sub-category	Brand	Caption	Agency	Metal
Branded Content & Entertainment	21b	Best non-fiction program, series or film where a client has successfully created a reality, documentary or entertainment show around a product(s) or brand(s) including TV, mini-series, web series, cinema, DVD releases and online/digital.	The Roadster Life Co.	#RoadsterProject	Brave New World Communications Pvt. Ltd.	Bronze
Branded Content & Entertainment	21b	Best non-fiction program, series or film where a client has successfully created a reality, documentary or entertainment show around a product(s) or brand(s) including TV, mini-series, web series, cinema, DVD releases and online/digital.	Vodafone	Vodafone gave the ultimate AGNIPARIKSHA	Maxus	Bronze
Branded Content & Entertainment	21c	Best brand or product integration into a feature film, existing TV show and/or series including TV, mini-series, web series, cinema, DVD releases and online/digital.	Rin Detergent Powder	Bollywood Sings the Rin's Anthem	Mindshare	Silver
Branded Content & Entertainment	21c	Best brand or product integration into a feature film, existing TV show and/or series including TV, mini-series, web series, cinema, DVD releases and online/digital.	Saffola Active	Integration of Saffola Active with Ki & Ka	Madison MATES	Silver
Branded Content & Entertainment	21c	Best brand or product integration into a feature film, existing TV show and/or series including TV, mini-series, web series, cinema, DVD releases and online/digital.	OPPO Mobiles India Pvt. Ltd	OPPO CAMERA PHONE on 24 Season-2 – A SPECIAL MEMBER OF THE ANTI TERRORIST UNIT	Viacom18- Brand Solutions	Bronze
Branded Content & Entertainment	21c	Best brand or product integration into a feature film, existing TV show and/or series including TV, mini-series, web series, cinema, DVD releases and online/digital.	Tata Tiago	The untold story of India's biggest branded content series ever	Maxus	Bronze
Branded Content & Entertainment	21d	Best use or integration of experiential events, Creative positioning of a brand using events, festivals, flash mobs, installations, etc.	Gatorade	Gatorade - Sweat It To Get It	Dentsu Webchutney	Gold

Category	Category Code	Sub-category	Brand	Caption	Agency	Metal
Branded Content & Entertainment	21d	Best use or integration of experiential events, Creative positioning of a brand using events, festivals, flash mobs, installations, etc.	Sonata	When Women's Courage prevailed from 8PM to 8AM	Maxus	Gold
Branded Content & Entertainment	21d	Best use or integration of experiential events, Creative positioning of a brand using events, festivals, flash mobs, installations, etc.	Carnival Cinemas	Happy Dogs Happy Diwali	The Social Street	Bronze
Branded Content & Entertainment	21d	Best use or integration of experiential events, Creative positioning of a brand using events, festivals, flash mobs, installations, etc.	Nestle + Nanhi Kali	100 m Run Extra	Famous Innovations Digital Creative Pvt Ltd	Bronze
Branded Content & Entertainment	21e	Best use of integration of user generated content.	Chaayos Tea Cafe	Single Mom Double Parent	Taproot Dentsu	Bronze
Branded Content & Entertainment	21e	Best use of integration of user generated content.	Nutralite	World's First Healthgram	Tonic Media Digital Pvt Ltd.	Bronze
Branded Content & Entertainment	21f	Best use or integration of music Including music in original branded content, brand integration into music distribution or promotion, the creation of a music-based program or platform.	Dove	Dove - Reframing the beauty debate in INdia	Mindshare	Gold
Branded Content & Entertainment	21f	Best use or integration of music Including music in original branded content, brand integration into music distribution or promotion, the creation of a music-based program or platform.	Nestle + Nanhi Kali	School Chali Main	Famous Innovations Digital Creative Pvt Ltd	Gold
Branded Content & Entertainment	21f	Best use or integration of music Including music in original branded content, brand integration into music distribution or promotion, the creation of a music-based program or platform.	Rin Detergent Powder	Bollywood Sings the Rin's Anthem	Mindshare	Silver
Branded Content & Entertainment	21f	Best use or integration of music Including music in original branded content, brand integration into music distribution or promotion, the creation of a music-based program or platform.	Nanhi Kali	Nanhi Kali Voice Academy	Famous Innovations Digital Creative Pvt Ltd	Silver

Category	Category Code	Sub-category	Brand	Caption	Agency	Metal
Branded Content & Entertainment	21g	Best use or integration of offline media such as print, out of home, etc.	Nestle + Nanhi Kali	Illustrated Children's Books	Famous Innovations Digital Creative Pvt Ltd	Gold
Branded Content & Entertainment	21g	Best use or integration of offline media such as print, out of home, etc.	Nanhi Kali	Nanhi Kali Voice Academy	Famous Innovations Digital Creative Pvt Ltd	Silver
Branded Content & Entertainment	21h	Best integrated entertainment content campaign which uses more than 2 media.	Sonata	When Women's Courage prevailed from 8PM to 8AM	Maxus	Bronze
Radio Single	1c	Food	VTP Earth Food	Swaad	Scarecrow Communications	Silver
Radio Single	1c	Food	Genius Mouth freshener	Pryaywachi - Machhli	DENTSU IMPACT- DENTSU AEGIS NETWORK	Bronze
Radio Single	1c	Food	Genius Mouth freshener	Pryaywachi - Sharab	DENTSU IMPACT- DENTSU AEGIS NETWORK	
Radio Single	2c	Beverages				No Metals
Radio Single	3c	Toiletries, Cosmetics and Healthcare				No Metals
Radio Single	4c	Clothing, Innerwear, Footwear and Accessories	Adidas	Odds by Adidas	Taproot Dentsu	Gold
Radio Single	5c	Household and Business Appliances	GOLDILOCKS	DISCLAIMER 1	JWT India	Gold
Radio Single	5c	Household and Business Appliances	GOLDILOCKS	DISCLAIMER 2	JWT India	
Radio Single	5c	Household and Business Appliances	GOLDILOCKS	DISCLAIMER 3	JWT India	
Radio Single	5c	Household and Business Appliances	GOLDILOCKS	DISCLAIMER 4	JWT India	
Radio Single	5c	Household and Business Appliances	KONICA MINOLTA	L&K	DENTSU IMPACT- DENTSU AEGIS NETWORK	Silver
Radio Single	5c	Household and Business Appliances	KONICA MINOLTA	S&V	DENTSU IMPACT- DENTSU AEGIS NETWORK	
Radio Single	5c	Household and Business Appliances	Khaitan Geysers	Bank	JWT India	Bronze
Radio Single	5c	Household and Business Appliances	Khaitan Geysers	Boss	JWT India	
Radio Single	5c	Household and Business Appliances	Khaitan Pumps	Gaswala	JWT India	Bronze
Radio Single	6c	Automotive Vehicles and Accessories	Maruti Suzuki	Villain 1 - Mom	DENTSU IMPACT- DENTSU AEGIS NETWORK	Silver
Radio Single	6c	Automotive Vehicles and Accessories	Maruti Suzuki	Villain 2 - Sis	DENTSU IMPACT- DENTSU AEGIS NETWORK	
Radio Single	6c	Automotive Vehicles and Accessories	Honda Motorcycle and Scooter India Pvt. Ltd.	Pooja	Taproot Dentsu	Silver
Radio Single	6c	Automotive Vehicles and Accessories	Honda Motorcycle and Scooter India Pvt. Ltd.	Boss	Taproot Dentsu	
Radio Single	6c	Automotive Vehicles and Accessories	Honda Motorcycle and Scooter India Pvt. Ltd.	Dost	Taproot Dentsu	
Radio Single	6c	Automotive Vehicles and Accessories	Maruti Suzuki	Success Story 1	DENTSU IMPACT- DENTSU AEGIS NETWORK	Silver
Radio Single	7c	Telecom Products and Services				No Metals
Radio Single	8c	Financial Services				No Metals
Radio Single	9c	Household Products and Maintenance				No Metals
Radio Single	10c	Media and Publications	Radio City	Delhi-ite	Scarecrow Communications	Silver

Category	Category Code	Sub-category	Brand	Caption	Agency	Metal
Radio Single	10c	Media and Publications	Radio Mango	Womens Day	Radio Mango	Silver
Radio Single	10c	Media and Publications	Radio City	Mumbaikar	Scarecrow Communications	Silver
Radio Single	10c	Media and Publications	Outlook Group	Voices	Scarecrow Communications	Bronze
Radio Single	11c	Business and Home Services	NestAway	Bachelors	JWT India	Silver
Radio Single	11c	Business and Home Services	Max Healthcare	ENGLISH	DENTSU IMPACT- DENTSU AEGIS NETWORK	Bronze
Radio Single	12c	Retail Advertising				No Metals
Radio Single	13c	Travel, Entertainment and Leisure	Thomas Cook	Never Too Old - Man	Law & Kenneth Saatchi & Saatchi Pvt. Ltd.	Silver
Radio Single	13c	Travel, Entertainment and Leisure	Thomas Cook	Never Too Old - Woman	Law & Kenneth Saatchi & Saatchi Pvt. Ltd.	Silver
Radio Single	14c	Corporate	Maruti Suzuki	Success Story 1	DENTSU IMPACT- DENTSU AEGIS NETWORK	Silver
Radio Single	14c	Corporate	Maruti Suzuki	Success Story 2	DENTSU IMPACT- DENTSU AEGIS NETWORK	
Radio Single	14c	Corporate	Maruti Suzuki	Villain 1 - Mom	DENTSU IMPACT- DENTSU AEGIS NETWORK	Silver
Radio Single	14c	Corporate	Maruti Suzuki	Villain 2 - Sis	DENTSU IMPACT- DENTSU AEGIS NETWORK	
Radio Single	15c	Public Service, Appeals and Charity	Honda Motorcycle and Scooter India Pvt. Ltd.	Pooja	Taproot Dentsu	Silver
Radio Single	15c	Public Service, Appeals and Charity	Honda Motorcycle and Scooter India Pvt. Ltd.	Boss	Taproot Dentsu	Silver
Radio Single	15c	Public Service, Appeals and Charity	Maruti Suzuki	Villain 1 - Mom	DENTSU IMPACT- DENTSU AEGIS NETWORK	Silver
Radio Single	15c	Public Service, Appeals and Charity	Maruti Suzuki	Villain 2 - Sis	DENTSU IMPACT- DENTSU AEGIS NETWORK	
Radio Single	15c	Public Service, Appeals and Charity	Jaagruti	Her Love	DENTSU IMPACT- DENTSU AEGIS NETWORK	Bronze
Radio Single	15c	Public Service, Appeals and Charity	Maruti Suzuki	Success Story 1	DENTSU IMPACT- DENTSU AEGIS NETWORK	Bronze
Radio Single	15c	Public Service, Appeals and Charity	Dignity Foundation	Guest	Scarecrow Communications	Bronze
Section Header						
Film Craft	24a	Direction	ROYAL STAG LARGE SHORT FILMS	Man who feels nothing	Early Man Film	Silver
Film Craft	24a	Direction	Indian Confederation Of NGOs	The Case Video Must Go on	Flying Saucer Pictures	Bronze
Film Craft	24a	Direction	Nestle - Nescafe	Nescafe RJ	Breathless Films	Bronze
Film Craft	24a	Direction	Havells	Havells Wire	Absolute Productions	Silver
Film Craft	24a	Direction	Google search	Shayari	Breathless Films	Bronze
Film Craft	24a	Direction	Adidas	Odds by Adidas	Taproot Dentsu	Bronze
Film Craft	24a	Direction	Rishtey Cineplex	Common Man	Little Red Car Films	Bronze
Film Craft	24b	Original Music Score	Havells	Havells Wire	Absolute Productions	Silver
Film Craft	24b	Original Music Score	GODREJ SECURITY SOLUTIONS	CAR	Early Man Film	Gold
Film Craft	24b	Original Music Score	THE HINDU	BRING BACK BENGALURU	Early Man Film	Bronze
Film Craft	24b	Original Music Score	Amazon	Amazon - Citizens Of Fashion	Storytellers.in	Bronze
Film Craft	24b	Original Music Score	Airtel	Roshandaan: Solar Powered Walls	Red Ice Productions Pvt. Ltd.	Bronze
Film Craft	24c	Editing	Savlon	Badminton	Goodmorning	Silver
Film Craft	24c	Editing	Jockey	Feels like Jockey	Law & Kenneth Saatchi & Saatchi Pvt. Ltd.	Bronze
Film Craft	24d	Cinematography	Savlon	Badminton	Goodmorning	Bronze
Film Craft	24d	Cinematography	THE HINDU	BRING BACK BENGALURU	Early Man Film	Bronze
Film Craft	24d	Cinematography	Adidas	Odds by Adidas	Taproot Dentsu	Bronze
Film Craft	24e	Animation	RC	RC MAKE A BOLD MOVE	Storytellers.in	Bronze
Film Craft	24e	Animation	I breast	Foreplay for cancer	JWT India	Silver
Film Craft	24f	Special effects				No Metals
Film Craft	24g	Sound Design	Savlon	Badminton	Goodmorning	Silver

Category	Category Code	Sub-category	Brand	Caption	Agency	Metal
Film Craft	24g	Sound Design	TATA HEXA	TATA HEXA - Whatever It Takes	Storytellers.in	Bronze
Film Craft	24g	Sound Design	HONDA MOTORCYCLE & SCOOTER PVT. LTD.	HORNET 160 R - BUILT AFTER YOU	RANSOM FILM	Bronze
Film Craft	24h	Production Design	Havells	Havells Wire	Absolute Productions	Gold
Film Craft	24h	Production Design	Cadbury Silk	Puppet	Breathless Films	Bronze
Film Craft	24i	Casting	Jagran	Jagran Film Festival	Red Ice Productions Pvt. Ltd.	Silver
Film Craft	24i	Casting	Google Search	Google Shayari	Breathless Films	Gold
Film Craft	24i	Casting	FLIPKART	BIG BILLION DAYS	Early Man Film	Bronze
Digital Abby	18A a.i	Brand Website - Products				No Metals
Digital Abby	18A a.ii	Brand Website - Services				No Metals
Digital Abby	18A a.iii	Brand Website - Corporate				No Metals
Digital Abby	18A a.iv	Brand Website - Cause Related				No Metals
Digital Abby	18A a.v	Brand Website - Others				No Metals
Digital Abby	18A b.i	Brand Microsite - Products	IDFC Mutual Fund	Save Your Tax	Bombay Design Centre	Bronze
Digital Abby	18A b.ii	Brand Microsite - Services				No Metals
Digital Abby	18A b.iii	Brand Microsite - Cause Related				No Metals
Digital Abby	18A b.iv	Brand Microsite - Others				No Metals
Digital Abby	18Ba	Web banners				No Metals
Digital Abby	18Bb	Web Banners (Rich Media)				No Metals
Digital Abby	18C a	Online Videos	Dove	Dove - Reframing the beauty debate in INdia	Mindshare	Silver
Digital Abby	18C a	Online Videos	Royal Stag Barrel Select	The Man Who Feels Nothing	River Advertising Private Limited	Bronze
Digital Abby	18C a	Online Videos	Ample Missiion	11 Minutes	Scarecrow Communications LTD & Business of Ideas	Bronze
Digital Abby	18C b	Interactive Videos	Flipkart	Big Billion Hunt 2.0	Dentsu Webchutney	Bronze
Digital Abby	18C c	Webisodes	Pepsi	Pepsi Mini Series - Honesty	JWT India	Bronze
Digital Abby	18C c	Webisodes	Pepsi	Pepsi Mini Series - Loyalty	JWT India	Bronze
Digital Abby	18C c	Webisodes	Pepsi	Pepsi Mini Series - Fun	JWT India	Bronze
Digital Abby	18D a	Social Media (Co-Creation / Crowd sourcing / Response etc.)	Kokuyo Camlin	Design My Notebook	Big I Tuna	Bronze
Digital Abby	18D a	Social Media (Co-Creation / Crowd sourcing / Response etc.)	Adlabs Imagica	The world's first online animatronic show	Sideways Consulting LLP	Bronze
Digital Abby	18D c	Social Media (Tools/Applications)				No Metals
Digital Abby	18D b	Social Media (Content)	Ola	Ola- Drunk tweets	Happy mcgarrybowen	Silver
Digital Abby	18D b	Social Media (Content)	Urban Ladder	Mattress Tester	Urban Ladder	Bronze
Digital Abby	18D b	Social Media (Content)	Reliance Fresh	#FreshTiffins – Ending Back To School Misery For Moms	Utopeia Communicationz	Bronze
Digital Abby	18D d	Social Media (Outreach)				No Metals
Digital Abby	18E a	Games (Online)	Airtel	The Smartphone Marathon	Dentsu Webchutney	Bronze
Digital Abby	18E b	Digital Games - Games (Others)				No Metals
Digital Abby	18F a	Technology (Utility/Tool)	KFC	KFC Watt A Box	Blink Digital India Pvt Ltd.	Silver
Digital Abby	18F a	Technology (Utility/Tool)	Maruti Suzuki India Limited	No Po Po: Honk less, earn rewards	Dentsu Webchutney	Bronze

Category	Category Code	Sub-category	Brand	Caption	Agency	Metal
Digital Abby	18F b	Digital Technology - Technology (Installations)				No Metals
Digital Abby	18F c	Technology (Others)	WORK IN INDIA	MUKHOTA - Life Saving Mask	Kinetic India	Silver
Digital Abby	18F c	Technology (Others)	Adlabs Imagica	The World's First Online Animatronic Show	Sideways Consulting LLP	Bronze
Digital Abby	18G	Search	Maruti Suzuki	7th Pay Commission - Alto Google Maps	Isobar India	Silver
Digital Abby	18G	Search	Exide	Battery Nahi Exide Bolneka	The Social Street	Bronze
Digital Abby	18H	Use of Email	Adlabs Imagica	The Most Magical Email	Sideways Consulting LLP	Bronze
Digital Abby	18I a	Interface / Navigation / User Experience	IDFC Mutual Fund	Save Your Tax	Bombay Design Centre	Bronze
Digital Abby	18I b	Use of Copy	Foolish	Troublemakers Wanted	Foolish	Bronze
Digital Abby	18I b	Use of Copy	Ola	Ola- Drunk tweets	Happy mcgarrybowen	Bronze
Digital Abby	18I c	Use of Image/Design	Nicobar	The Nicobar Story	River Advertising Private Limited	Bronze
Digital Abby	18I d	Digital Craft - Use of Animation				No Metals
Digital Abby	18I e	Use of Video	Adidas	Odds by Adidas	Taproot Dentsu	Bronze
Digital Abby	18J a	Integrated Digital Campaign - Products				No Metals
Digital Abby	18J b	Services	Axis Mutual Fund	Do Your Homework	The Social Street	Silver
Digital Abby	18J c	Integrated Digital Campaign - Cause Related				No Metals
Digital Abby	18J d	Integrated Digital Campaign - Others				No Metals
Film Single	1b	Food				No Metals
Film Single	2b	Beverages				No Metals
Film Single	3b	Toiletries, Cosmetics and Healthcare	Neha Herbals Pvt Ltd	Padma Ka Sadma	Onads Communications	Bronze
Film Single	3b	Toiletries, Cosmetics and Healthcare	Indian Association of Palliative Care	Last Words	Medulla Communications	Silver
Film Single	4b	Clothing, Innerwear, Footwear and Accessories	Adidas	Odds by Adidas	Taproot Dentsu	Gold
Film Single	4b	Clothing, Innerwear, Footwear and Accessories	Adidas	Adidas - Tale of Two	Taproot Dentsu	Silver
Film Single	5b	Household and Business Appliances	Samsung	Samsung Service – Van	Cheil India Pvt. Ltd.	Bronze
Film Single	5b	Household and Business Appliances	GOLDILOCKS	PASSPORT	JWT India	Silver
Film Single	6b	Automotive Vehicles and Accessories				No Metals
Film Single	7b	Telecom Products and Services				No Metals
Film Single	8b	Financial Services				No Metals
Film Single	9b	Household Products and Maintenance	Cello Butterfly Ball Pens	Pankaj Udhas	JWT India	Bronze
Film Single	9b	Household Products and Maintenance	Pepperfry.com	Stop Suffering - Don't worry, Buy Happy	Law & Kenneth Saatchi & Saatchi Pvt. Ltd.	Bronze
Film Single	10b	Media and Publications	Rishtey Cineplex	Common Man	Rishtey Cineplex	Bronze
Film Single	10b	Media and Publications	Rishtey Cineplex	Dishum	Rishtey Cineplex	Silver

Category	Category Code	Sub-category	Brand	Caption	Agency	Metal
Film Single	10b	Media and Publications	Rishtey Cineplex	Hospital	Rishtey Cineplex	Bronze
Film Single	11b	Business and Home Services				No Metals
Film Single	12b	Retail Advertising				No Metals
Film Single	13b	Travel, Entertainment and Leisure	Thomas Cook	Never Too Old - Man	Law & Kenneth Saatchi & Saatchi Pvt. Ltd.	Silver
Film Single	13b	Travel, Entertainment and Leisure	Thomas Cook	Never Too Old - Woman	Law & Kenneth Saatchi & Saatchi Pvt. Ltd.	
Film Single	14b	Corporate	Ola	Ola - Give Way. Give Life	Happy mcgarrybowen	Silver
Film Single	15b	Public Service, Appeals and Charity	Indian Association of Palliative Care	Last Words	Medulla Communications	Silver
Film Single	15b	Public Service, Appeals and Charity	Ample Missiion	11 Minutes	Scarecrow Communications LTD & Business of Ideas	Bronze
Print Craft						
Print Craft	25a	Art Direction for Print Advertising	Wood Arts	Life Story 1	The Social Street	Bronze
Print Craft	25a	Art Direction for Print Advertising	Wood Arts	Life Story 2	The Social Street	
Print Craft	25a	Art Direction for Print Advertising	Wood Arts	Life Story 3	The Social Street	
Print Craft	25a	Art Direction for Print Advertising	Universal Delivery Solutions	Two Flags - Luxembourg to Sierra Leone	DENTSU IMPACT- DENTSU AEGIS NETWORK	Bronze
Print Craft	25a	Art Direction for Print Advertising	Universal Delivery Solutions	Two Flags - Poland to Bulgaria	DENTSU IMPACT- DENTSU AEGIS NETWORK	
Print Craft	25a	Art Direction for Print Advertising	Universal Delivery Solutions	Two Flags - Sudan to Yemen	DENTSU IMPACT- DENTSU AEGIS NETWORK	
Print Craft	25a	Art Direction for Print Advertising	Apollo Tyres Ltd.	Inflated Tyres - Office	Cocktail Art	Bronze
Print Craft	25a	Art Direction for Print Advertising	Apollo Tyres Ltd.	Inflated Tyres - Date	Cocktail Art	
Print Craft	25a	Art Direction for Print Advertising	India Radio Forum	Soldier	Scarecrow Communications	Bronze
Print Craft	25a	Art Direction for Print Advertising	India Radio Forum	Poultry Farmer	Scarecrow Communications	
Print Craft	25a	Art Direction for Print Advertising	India Radio Forum	Postman	Scarecrow Communications	
Print Craft	25a	Art Direction for Print Advertising	Madhya Pradesh Police Ujjain	Door Step - Resort	The Social Street	Bronze
Print Craft	25a	Art Direction for Print Advertising	Madhya Pradesh Police Ujjain	Door Step - Office	The Social Street	
Print Craft	25a	Art Direction for Print Advertising	Madhya Pradesh Police Ujjain	Door Step - Home	The Social Street	
Print Craft	25a	Art Direction for Print Advertising	Panasonic	Suspect All – Panasonic CCTV	Taproot Dentsu	Silver
Print Craft	25a	Art Direction for Print Advertising	Atharv Academy	Gypsies of Maharashtra - Vasudev	Enormous	Silver
Print Craft	25a	Art Direction for Print Advertising	Atharv Academy	Gypsies of Maharashtra - Lavani	Enormous	
Print Craft	25a	Art Direction for Print Advertising	Atharv Academy	Gypsies of Maharashtra - Dombari	Enormous	
Print Craft	25b	Art Direction for - Below the line work	Integriti Clothing	Integriti - The Inspiration Book	Autumn Winter Communications and Design	Silver
Print Craft	25b	Art Direction for - Below the line work	PEPPERMINT CLOTHING PVT LTD	Floral Diary	Autumn Winter Communications and Design	Bronze

Category	Category Code	Sub-category	Brand	Caption	Agency	Metal
Print Craft	25b	Art Direction for - Below the line work	Enormous Brands	Happier New Year	Enormous	Bronze
Print Craft	25b	Art Direction for - Below the line work	Osho Industries Ltd.	Osho Industries	Viral Pandya	Gold
Print Craft	25c	Copywriting (Below 100 words)	LIFE	Villian	ideas@work	Silver
Print Craft	25c	Copywriting (Below 100 words)	LIFE	Bae	ideas@work	
Print Craft	25c	Copywriting (Below 100 words)	LIFE	Brain	ideas@work	
Print Craft	25c	Copywriting (Below 100 words)	Adidas	Odds by Adidas	Taproot Dentsu	Bronze
Print Craft	25c	Copywriting (Below 100 words)	Radio One 94.3 FM	Robert Johnson	Madison BMB	Silver
Print Craft	25c	Copywriting (Below 100 words)	Radio One 94.3 FM	Jimi Hendrix	Madison BMB	
Print Craft	25c	Copywriting (Below 100 words)	Radio One 94.3 FM	Albert King	Madison BMB	
Print Craft	25d	Copywriting (Above 100 words)	Antim Yatra	Farewell - Brother	The Social Street	Bronze
Print Craft	25d	Copywriting (Above 100 words)	Antim Yatra	Farewell - Mother	The Social Street	
Print Craft	25d	Copywriting (Above 100 words)	Antim Yatra	Farewell - Father	The Social Street	
Print Craft	25d	Copywriting (Above 100 words)	Health Assure	Spot of Sun - Star	The Social Street	Bronze
Print Craft	25d	Copywriting (Above 100 words)	Health Assure	Spot of Sun - Home	The Social Street	
Print Craft	25d	Copywriting (Above 100 words)	Health Assure	Spot of Sun - Teacher	The Social Street	
Print Craft	25d	Copywriting (Above 100 words)	Adidas	adidas - tale of two	Taproot Dentsu	Silver
Print Craft	25d	Copywriting (Above 100 words)	India Radio Forum	Poultry Farmer	Scarecrow Communications	Silver
Print Craft	25d	Copywriting (Above 100 words)	India Radio Forum	Soldier	Scarecrow Communications	
Print Craft	25d	Copywriting (Above 100 words)	India Radio Forum	Postman	Scarecrow Communications	
Print Craft	25e	Best Use of Illustration	Panasonic	Suspect All – Panasonic CCTV	Taproot Dentsu	Silver
Print Craft	25e	Best Use of Illustration	HITACHI	EQUAL COMFORT 3	DENTSU IMPACT- DENTSU AEGIS NETWORK	Silver
Print Craft	25e	Best Use of Illustration	HITACHI	EQUAL COMFORT 2	DENTSU IMPACT- DENTSU AEGIS NETWORK	
Print Craft	25e	Best Use of Illustration	HITACHI	EQUAL COMFORT 1	DENTSU IMPACT- DENTSU AEGIS NETWORK	
Print Craft	25e	Best Use of Illustration	Atharv Academy	Gypsies of Maharashtra - Vasudev	Enormous	Silver
Print Craft	25e	Best Use of Illustration	Atharv Academy	Gypsies of Maharashtra - Lavani	Enormous	
Print Craft	25e	Best Use of Illustration	Atharv Academy	Gypsies of Maharashtra - Dombari	Enormous	
Print Craft	25e	Best Use of Illustration	Red FM Redtro 106.4	Pollution - Sasson ki Zaroorat	JWT India	Bronze
Print Craft	25e	Best Use of Illustration	Red FM Retro 106.4	Potholes - Raah mei unse	JWT India	
Print Craft	25e	Best Use of Illustration	Red FM Retro 106.4	Floods - Yeh mausam ka jadoo	JWT India	
Print Craft	25e	Best Use of Illustration	Red FM Retro 106.4	Public Toilet - Kabhi Cadel Road	JWT India	
Print Craft	25e	Best Use of Illustration	Red FM Retro 106.4	PDA - Ghoonghat ki aad se	JWT India	
Print Craft	25e	Best Use of Illustration	Red FM Retro 106.4	Cricket - Aisi Deewangi	JWT India	Silver
Print Craft	25e	Best Use of Illustration	Enormous Brands	Happier New Year	Enormous	
Print Craft	25f	Best Use of Typography	Integriti Clothing	The Inspiration book	Autumn Winter Communications and Design	Bronze
Print Craft	25f	Best Use of Typography	Wood Arts	Life Story 1	The Social Street	Bronze
Print Craft	25f	Best Use of Typography	Wood Arts	Life Story 2	The Social Street	
Print Craft	25f	Best Use of Typography	Wood Arts	Life Story 3	The Social Street	
Print Craft	25f	Best Use of Typography	Madhya Pradesh Police Ujjain	Door Step - Resort	The Social Street	Silver
Print Craft	25f	Best Use of Typography	Madhya Pradesh Police Ujjain	Door Step - Office	The Social Street	
Print Craft	25f	Best Use of Typography	Madhya Pradesh Police Ujjain	Door Step - Home	The Social Street	

Category	Category Code	Sub-category	Brand	Caption	Agency	Metal
Print Craft	25g	Best Use of Photography	PEPPERMINT CLOTHING PVT LTD	Tales of Bling & Bloom	Autumn Winter Communications and Design	Silver
Print Craft	25g	Best Use of Photography	Peppermint Clothing	Ocean dream diaries	Autumn Winter Communications and Design	
Print Craft	25g	Best Use of Photography	PEPPERMINT CLOTHING PVT LTD	Glossy Garden Stories	Autumn Winter Communications and Design	
Print Craft	25g	Best Use of Photography	Integriti Clothing	The Inspiration book	Autumn Winter Communications and Design	Bronze
Print Craft	25g	Best Use of Photography	Amol Jadhav Photography	EYEBALL	Amol Jadhav Photography	Silver
Print Craft	25g	Best Use of Photography	Amol Jadhav Photography	EYEBALL	Amol Jadhav Photography	
Print Craft	25g	Best Use of Photography	Amol Jadhav Photography	Visual Perspective	Amol Jadhav Photography	
Print Craft	25h	Best use of Computer Generated Imagery	Wildlife Conservation Trust	Paint Brush - Squirrel	The Social Street	Bronze
Print Craft	25h	Best use of Computer Generated Imagery	Wildlife Conservation Trust	Paint Brush - Mongoose	The Social Street	
Print Craft	25h	Best use of Computer Generated Imagery	Wildlife Conservation Trust	Paint Brush - Indian Weasel	The Social Street	
Print Craft	25h	Best use of Computer Generated Imagery	P. N. Gadgil & Sons	Parrot	ideas@work	Bronze
Print Craft	25h	Best use of Computer Generated Imagery	P. N. Gadgil & Sons	Horse	ideas@work	
Print Craft	25h	Best use of Computer Generated Imagery	P. N. Gadgil & Sons	Elephant	ideas@work	
Print Craft	25h	Best use of Computer Generated Imagery	Apollo Tyres Ltd.	Inflated Tyres - Date	Cocktail Art	Bronze
Print Craft	25h	Best use of Computer Generated Imagery	Apollo Tyres Ltd.	Inflated Tyres - Party	Cocktail Art	
Print Single	1a	Food	NuPro	Net	FCB Interface, Mumbai	Bronze
Print Single	2a	Beverages				No Metals
Print Single	3a	Toiletries, Cosmetics and Healthcare	Health Assure	Spot of Sun - Star	The Social Street	Bronze
Print Single	3a	Toiletries, Cosmetics and Healthcare	Health Assure	Spot of Sun - Home	The Social Street	
Print Single	3a	Toiletries, Cosmetics and Healthcare	Health Assure	Spot of Sun - Teacher	The Social Street	
Print Single	4a	Clothing, Innerwear, Footwear and Accessories	LIFE	Wi-fi	ideas@work	Bronze
Print Single	4a	Clothing, Innerwear, Footwear and Accessories	LIFE	Friendzone	ideas@work	
Print Single	4a	Clothing, Innerwear, Footwear and Accessories	LIFE	CEO	ideas@work	
Print Single	4a	Clothing, Innerwear, Footwear and Accessories	Adidas	Adidas Tale of Two	Taproot Dentsu	Silver
Print Single	5a	Household and Business Appliances	Panasonic	Suspect All – Police Station	Taproot Dentsu	Silver
Print Single	5a	Household and Business Appliances	Panasonic	Suspect All – Wedding	Taproot Dentsu	
Print Single	5a	Household and Business Appliances	Panasonic	Suspect All – Hospital	Taproot Dentsu	
Print Single	6a	Automotive Vehicles and Accessories	Apollo Tyres Ltd.	Inflated Tyres - Date	JWT India	Silver
Print Single	6a	Automotive Vehicles and Accessories	Apollo Tyres Ltd.	Inflated Tyres - Meeting	JWT India	

Category	Category Code	Sub-category	Brand	Caption	Agency	Metal
Print Single	6a	Automotive Vehicles and Accessories	Apollo Tyres Ltd.	Inflated Tyres - Party	JWT India	
Print Single	7a	Telecom Products and Services				No Metals
Print Single	8a	Financial Services	Aegon Life	Price tags - Burger	The Social Street	Silver
Print Single	8a	Financial Services	Aegon Life	Price tags - Furniture	The Social Street	
Print Single	8a	Financial Services	Aegon Life	Price tags - Fish tank	The Social Street	
Print Single	9a	Household Products and Maintenance				No metals
Print Single	10a	Media and Publications	India Radio Forum	Postman	Scarecrow Communications	Silver
Print Single	10a	Media and Publications	India Radio Forum	Poultry Farmer	Scarecrow Communications	
Print Single	10a	Media and Publications	India Radio Forum	Soldier	Scarecrow Communications	
Print Single	10a	Media and Publications	REDTRO 106.4 FM	POLLUTION - Saanson ki zaroorat	JWT India	Bronze
Print Single	10a	Media and Publications	REDTRO 106.4 FM	FLOODS - YEH MAUSAM KA JADOO	JWT India	
Print Single	10a	Media and Publications	REDTRO 106.4 FM	POTHOLE - Raah mein un se	JWT India	
Print Single	10a	Media and Publications	REDTRO 106.4 FM	PDA - Ghunghat ki aad se	JWT India	
Print Single	10a	Media and Publications	REDTRO 106.4 FM	PUBLIC TOILET- Kabhi Kadel Road	JWT India	
Print Single	10a	Media and Publications	REDTRO 106.4 FM	CRICKET - Aisi deewangi	JWT India	
Print Single	11a	Business and Home Services	Universal Delivery Solutions	Two Flags - Luxembourg to Sierra Leone	DENTSU IMPACT- DENTSU AEGIS NETWORK	Bronze
Print Single	11a	Business and Home Services	Universal Delivery Solutions	Two Flags - Poland to Bulgaria	DENTSU IMPACT- DENTSU AEGIS NETWORK	
Print Single	11a	Business and Home Services	Universal Delivery Solutions	Two Flags - Sudan to Yemen	DENTSU IMPACT- DENTSU AEGIS NETWORK	
Print Single	11a	Business and Home Services	Rustomjee	Abridged Version	ideas@work	Bronze
Print Single	12a	Retail Advertising				No metals
Print Single	13a	Travel, Entertainment and Leisure				No metals
Print Single	14a	Corporate	Mother's Pride	Lisa's Teddydoggypiggy	Out of the Box	Silver
Print Single	14a	Corporate	Mother's Pride	Tom's Elefdragonsaurus	Out of the Box	
Print Single	14a	Corporate	Mother's Pride	Neil's Sheeponydonkey	Out of the Box	
Print Single	14a	Corporate	Wood Arts	Life Story 1	The Social Street	Bronze
Print Single	14a	Corporate	Wood Arts	Life Story 2	The Social Street	
Print Single	14a	Corporate	Wood Arts	Life Story 3	The Social Street	
Print Single	14a	Corporate	Wood Arts	Life Story 4	The Social Street	
Print Single	14a	Corporate	Jaagruti - Waste Paper Recycling Services	Conservatree Calendar Ad	DENTSU IMPACT- DENTSU AEGIS NETWORK	Bronze
Print Single	14a	Corporate	Snapdeal	Fathers Can Be Mothers Too	Famous Innovations Digital Creative Pvt Ltd	Silver
Print Single	15a	Public Service, Appeals and Charity	Madhya Pradesh Police Ujjain	Door Step - Resort	The Social Street	Silver
Print Single	15a	Public Service, Appeals and Charity	Madhya Pradesh Police Ujjain	Door Step - Office	The Social Street	
Print Single	15a	Public Service, Appeals and Charity	Madhya Pradesh Police Ujjain	Door Step - Home	The Social Street	
Radio Craft	26a	Original Music Score	Vodafone	Vodafone – Super Cheer Hakke Bakke for IPL 2016	Redfm	Bronze
Radio Craft	26b	Voice Performance	Adidas	Odds by Adidas	Taproot Dentsu	Silver
Radio Craft	26b	Voice Performance	Thomas Cook	Never Too Old - Man	Law & Kenneth Saatchi & Saatchi Pvt. Ltd.	Silver
Radio Craft	26b	Voice Performance	Radio City	Mumbaikar	Scarecrow Communications	Silver
Radio Craft	26b	Voice Performance	Thomas Cook	Never Too Old - Woman	Law & Kenneth Saatchi & Saatchi Pvt. Ltd.	Bronze
Radio Craft	26b	Voice Performance	VTP Earth Food	Swaad	Scarecrow Communications	Bronze

Category	Category Code	Sub-category	Brand	Caption	Agency	Metal
Radio Craft	26c	Production	SHANKH SOUND STUDIO	ROLE REVERSAL_WHAT IF_1	Lingo India	Silver
Radio Craft	26c	Production	VTP Earth Food	Swaad	Scarecrow Communications	Bronze
Radio Craft	26d	Writing	Adidas	Odds by Adidas	Taproot Dentsu	Gold
Radio Craft	26d	Writing	Radio City	Delhi-ite	Scarecrow Communications	Silver
Radio Craft	26d	Writing	Maruti Suzuki	Success Story 1	DENTSU IMPACT- DENTSU AEGIS NETWORK	Silver
Radio Craft	26d	Writing	GOLDILOCKS	DISCLAIMER 2	JWT India	Silver
Radio Craft	26d	Writing	GOLDILOCKS	DISCLAIMER 3	JWT India	
Radio Craft	26d	Writing	GOLDILOCKS	DISCLAIMER 4	JWT India	
Radio Craft	26d	Writing	GOLDILOCKS	DISCLAIMER 5	JWT India	
Radio Craft	26d	Writing	Jagruti	Her Love	DENTSU IMPACT- DENTSU AEGIS NETWORK	Bronze
Radio Craft	26d	Writing	Radio City	Mumbaikar	Scarecrow Communications	Bronze
Radio Craft	26e	Sound Design	SHANKH SOUND STUDIO	ROLE REVERSAL_WHAT IF_1	Lingo India	Silver
Radio Craft	26e	Sound Design	Outlook Group	Voices	Scarecrow Communications	Silver
Radio Craft	26f	Innovation	Meru	Missed Call	Enormous	Bronze
Radio Craft	26f	Innovation	Outlook Group	Voices	Scarecrow Communications	Bronze
Mobile Abby	19A a	Mobile/Tablet Site a. Products	The Hindu	#SpiritofBengaluru	JWT India	Silver
Mobile Abby	19A b	Mobile/Tablet Site b. Services	Aditya Birla Health	#TheMovekars	BC Web Wise	Bronze
Mobile Abby	19Ac	Mobile/Tablet Site - Corporate				No Metals
Mobile Abby	19A d	Mobile/Tablet Site d. Cause related	Airtel	Lifesaving Wallpapers	Taproot Dentsu	Gold
Mobile Abby	19Ae	Mobile/Tablet Site - Others				No Metals
Mobile Abby	19Ba	Mobile/Tablet Apps - Products				No Metals
Mobile Abby	19B b	Mobile/Tablet Apps b. Services	Mahindra & Mahindra Ltd.	Live Young Live Free App	Hungama Digital Services	Silver
Mobile Abby	19B b	Mobile/Tablet Apps b. Services	Artist Aloud	Artist Aloud Music App	Hungama Digital Services	Bronze
Mobile Abby	19B c	Mobile/Tablet Apps c. Corporate	Maruti Suzuki India Limited	No Po Po: Honk less, earn rewards	Dentsu Webchutney	Silver
Mobile Abby	19B d	Mobile/Tablet Apps d. Cause related	Indian Red Cross Society	Blood Banking	JWT India	Silver
Mobile Abby	19Be	Mobile/Tablet Apps - Others				No Metals
Mobile Abby	19C	Mobile Technology	STAR PLUS	P.O.W.- Bandi Yuddh Ke	Star India Pvt. Ltd.	Bronze
Mobile Abby	19C	Mobile Technology	Cornetto	OUR HEARTS BEAT AS ONE	Mindshare - Fulcrum	Bronze
Mobile Abby	19D	Mobile Banners	FeviKwik Gel	Total Control	Madison - Media	Silver
Mobile Abby	19D	Mobile Banners	SaffolaLife	Chhote Kadam (Small Steps to Healthy heart)	Madison - Media	Bronze
Mobile Abby	19E	Mobile Games	Airtel	The Smartphone Marathon	Dentsu Webchutney	Bronze
Mobile Abby	19F	Mobile Messaging	Flipkart	Flipstakart	Dentsu Webchutney	Silver
Mobile Abby	19G	"The Thumb-stopper Award"	The Hindu	#SpiritOfBengaluru	JWT India	Gold
Publisher	1	Best marketing of a printed newspaper / edition	Hindustan Times	HT GIFA	HT Media Ltd.	Bronze
Publisher	1	Best marketing of a printed newspaper / edition	Dainik Jagran	A Newspaper demonstrates its philosophy through Real Action	Jagran Prakashan Ltd	Bronze
Publisher	1	Best marketing of a printed newspaper / edition	Dainik Jagran	A Newspaper on a Mission to restore a City's Pride	Jagran Prakashan Ltd	Silver
Publisher	1	Best marketing of a printed newspaper / edition	Dainik Bhaskar	Dainik Bhaskar, Zidd Karo Duniya Badlo	DAINIK BHASKAR GROUP	Gold

Category	Category Code	Sub-category	Brand	Caption	Agency	Metal
Publisher	2	Best marketing of a printed magazine	Mathrubumi Yatra	Yatra TVC	Mathrubumi Printing & Publishing Co Ltd	Gold
Publisher	2	Best marketing of a printed magazine	Mathrubumi Arogyamasika	Arogyamasika TVC	Mathrubumi Printing & Publishing Co Ltd	Silver
Publisher	3	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	Dainik Jagran	A Newspaper on a Mission to restore a City's Pride	Jagran Prakashan Ltd	Silver
Publisher	3	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	Dainik Jagran	A newspaper galvanizes communities to revive 4000+ Lakes	Jagran Prakashan Ltd	Gold
Publisher	3	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	Dainik Jagran	No more "Going to the Jungle"	Jagran Prakashan Ltd	Silver
Publisher	3	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	Sakal Agrowon	Agrowon Sarpanch Mahaparishad - Initiative of Empowering Agri Centric Rural Economy	Sakal Agrowon	Bronze
Publisher	3	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	Malayala Manorama	Kunjikaruthal	Malayala Manorama	Bronze
Publisher	4	Best newspaper in online space				No Metals
Publisher	5	Best magazine in online space				No Metals
Publisher	6	Best brand innovation in newspapers printed or online	Dainik Jagran	Crowdsourcing Imagination to Create the newspaper of the Future by the Future	Jagran Prakashan Ltd	Gold
Publisher	7	Best brand innovation in magazines printed or online				No Metals
Publisher	8	Best launch of a regional newspaper / magazine				No Metals
Publisher	9	The most creative front page in a printed newspaper				No Metals
Publisher	10	The most creative cover design for a printed magazine	Mathrubumi Yathra	Jungle Safari Special cover story	Mathrubumi Printing & Publishing Co Ltd	Silver
Publisher	10	The most creative cover design for a printed magazine	CHITRALEKHA	BEHIND THE MASK	Chitralkha Group	Silver
Publisher	10	The most creative cover design for a printed magazine	CHITRALEKHA	POLLUTION CHOKES!!!	Chitralkha Group	Gold
Publisher	11	Best use of mobile / digital by a newspaper	Dainik Bhaskar Group	Dainik Bhaskar, Zidd karo Duniya Badlo Campaign	DAINIK BHASKAR GROUP	Gold
Publisher	12	Best Publishing Brand Activation	Dainik Jagran	A Newspaper demonstrates its philosophy through Real Action	Jagran Prakashan Ltd	Bronze
Publisher	12	Best Publishing Brand Activation	Dainik Jagran	A newspaper galvanizes communities to revive 4000+ Lakes	Jagran Prakashan Ltd	Silver
Publisher	12	Best Publishing Brand Activation	Dainik Jagran	No more "Going to the Jungle"	Jagran Prakashan Ltd	Silver
Publisher	12	Best Publishing Brand Activation	Sakal Agrowon	Agrowon Samwad - A Pure Farm to Farm Development Drive	Sakal Agrowon	Bronze

Category	Category Code	Sub-category	Brand	Caption	Agency	Metal
Publisher	12	Best Publishing Brand Activation	HT Media	HT Kala Ghoda Arts Festival	HT Media	Gold

Category	Category Code	Sub-category	Brand	Caption	Agency	Metal
Young Abby	28	Young Abby	Drop Dead Foundation	Ads that actually saved water.	FCB Interface, Mumbai - Mumbai	Gold