

**ABBY MEDIA AWARDS 2026 POWERED BY ONE SHOW**  
**RESULTS ARE EMBARGOED TILL THE END OF THE AWARD CEREMONY**

Category	Sub Category	Entry ID	Winner	Brand	Title	Client Name	Metal
A. Use Of Media	01. Innovative Use of Audio Visual	MA-0161	Wavemaker India	Birla Opus Paints	Indian Colours League: Birla Opus' Game-Changing IPL Hack	Birla Opus Paints	GOLD
A. Use Of Media	01. Innovative Use of Audio Visual	MA-0190	Mindshare India	Horlicks	Horlicks Chhoto Byomkesh	Hindustan Unilever Limited	GOLD
A. Use Of Media	01. Innovative Use of Audio Visual	MA-0183	White Rivers Media	Jio Studios B62 Studios	Dhurandhar	Reliance Industries Limited (RIL)	SILVER
A. Use Of Media	02. Innovative Use of Print	MA-218	Havas Media India	SWIGGY INSTAMART	SWIGGY INSTAMART MANGO PHOTOCROMATIC AD	Swiggy	BRONZE
A. Use Of Media	02. Innovative Use of Print	MA-228	EssenceMediacom	NPCI -Corporate	India's Transaction Story	National Payment Corporation of India	GOLD
A. Use Of Media	02. Innovative Use of Print	MA-223	Madison Media	Asian Paints	Transforming Print from Medium of Words to a Canvas of Colour	Asian Paints	SILVER
A. Use Of Media	02. Innovative Use of Print	MA-206	Sparkfoundry	Whatsapp	WhatsApp: Encrypted even on Paper	Meta	GOLD
A. Use Of Media	03. Innovative Use of Activation	MA-3152	Tribes Communications Pvt. Ltd.	HDFC MUTUAL FUND	DivyaDeep	HDFC MUTUAL FUND	BRONZE
A. Use Of Media	03. Innovative Use of Activation	MA-302	Saatchi & Saatchi	Hero MotoCorp Ltd.	Hero Prayers For Safety	Hero MotoCorp Ltd.	GOLD
A. Use Of Media	03. Innovative Use of Activation	MA-3146	Tribes Communications Pvt. Ltd.	Kansai Nerolac Paints Ltd.	The Coolest Seva	Kansai Nerolac Paints Ltd.	SILVER
A. Use Of Media	03. Innovative Use of Activation	MA-371	Havas Media India	SWIGGY INSTAMART	IM Mother's Day Add to Cart	Swiggy	SILVER
A. Use Of Media	04. Innovative Use of Out of Home	MA-475	Tribes Communications Pvt. Ltd.	Wonder Cement Limited	Life Saving Billboard	Wonder Cement Limited	GOLD
A. Use Of Media	04. Innovative Use of Out of Home	MA-467	Tribes Communications Pvt. Ltd.	Kansai Nerolac Paints Ltd.	The Coolest Seva	Kansai Nerolac Paints Ltd.	SILVER
A. Use Of Media	04. Innovative Use of Out of Home	MA-411	Initiative	OnePlus	OnePlus Turning Commutes into Camera Moments	OnePlus India	SILVER
A. Use Of Media	05. Innovative Use of Cinema	MA-512	Havas Media India	Kia Motors India	Kia Carens Clavis x PVR 4DX	Kia Motors India	BRONZE
A. Use Of Media	05. Innovative Use of Cinema	MA-514	Mindshare India	Indriya Jewellery	Aasmaniyat by Indriya Cinema Projection	Novel Jewels Limited	GOLD
A. Use Of Media	05. Innovative Use of Cinema	MA-509	BC Web Wise	Tata Power	Tanvi the Great	Tata Power	GOLD
A. Use Of Media	06. Innovative Use of Radio	MA-610	MudraMax	Adani Group	Suraj Bhaiya Hain Na - Hum Karke Dikhate Hain	Adani Group	BRONZE
A. Use Of Media	06. Innovative Use of Radio	MA-608	MudraMax	Adani - Dharavi Redevelopment Project	Dharavi 17 Ke Liye Mumbai Ek Saath	Adani Group - Navbharat Mega Developers pvt ltd.	GOLD
A. Use Of Media	06. Innovative Use of Radio	MA-611	PHD	ŠKODA AUTO India	Reinventing Radio: When ŠKODA Cars Did the Talking	Skoda India	SILVER
A. Use Of Media	07. Innovative Use of Branded Content - Integration	MA-794	PHD	OpenAI - ChatGPT	ChatGPT Turns Entertainment into Answers and Inspirations	OpenAI	BRONZE
A. Use Of Media	07. Innovative Use of Branded Content - Integration	MA-731	Wavemaker India	Cadbury 5-star	Celebrating Valentine's Day by Doing Nothing	Mondelez India Foods Pvt. Ltd.	GOLD
A. Use Of Media	07. Innovative Use of Branded Content - Integration	MA-741	Wavemaker India	Birla Opus Paints	Indian Colours League – Turning the IPL into 37 Stories of Colour	Birla Opus Paints	SILVER
A. Use Of Media	07. Innovative Use of Branded Content - Integration	MA-793	PHD	OpenAI - ChatGPT	ChatGPT: The Most Talked-About Player Off the Field	OpenAI	SILVER
A. Use Of Media	07. Innovative Use of Branded Content - Integration	MA-7114	EssenceMediacom	Thums Up	The Sound of Toofan : How Thums Up Hijacked the World Cup with a Live Anthem Drop	The Coca - Cola Company	SILVER
A. Use Of Media	08. Innovative Use of Branded Content - Creation	MA-872	EssenceMediacom	Harley-Davidson	Harley-Davidson: RIDING INTO THE SPOTLIGHT	Hero MotoCorp Ltd.	BRONZE

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A. Use Of Media	08. Innovative Use of Branded Content - Creation	MA-867	OMD	I Pill Daily	Unmuted – Breaking the Silence with i-pill Daily	Piramal Consumer Healthcare	BRONZE
A. Use Of Media	08. Innovative Use of Branded Content - Creation	MA-849	Wavemaker India	Durex	Durex Podcast- Let's End Good Sex	Reckitt	GOLD
A. Use Of Media	08. Innovative Use of Branded Content - Creation	MA-862	OMD	Philips Avent	Philips Avent - Unplugged. Unapologetic. Unstoppable.	Philips India	SILVER
A. Use Of Media	09. Innovative Use of Digital Search SEO	MA-907	Interactive Avenues	Royal Enfield	India was Googling Royal Enfield. Bikewale/Bikedekho Was Answering. Until now.	Eicher Motors Limited	BRONZE
A. Use Of Media	09. Innovative Use of Digital Search SEO	MA-903	HiveMinds	Wakefit	Search Reimagined: How Wakefit Grew 25X In Revenue Via AI SEO	Wakefit Innovations Pvt. Ltd.	GOLD
A. Use Of Media	09. Innovative Use of Digital Search SEO	MA-901	Zenith India	DBS BANK	AI-Powered SEO to Increase Lead Growth and Account Acquisitions	DBS Bank India Limited	GOLD
A. Use Of Media	09. Innovative Use of Digital Search SEO	MA-905	Zenith India	Eureka Forbes	How Eureka Forbes Became AI's Go-To Recommendation for Home Appliances	Eureka Forbes Limited	BRONZE
A. Use Of Media	10. Innovative Use of Paid Search	MA-1026	Starcom	Braun	BRAUN redefined the permanent hair removal category through a Smart Intent Maximization Strategy	P&G India	BRONZE
A. Use Of Media	10. Innovative Use of Paid Search	MA-1006	HiveMinds	Titan Tanishq	Driving 3.8X Sales Growth by Turning Search into a Real-Time Growth Engine	Titan Tanishq	BRONZE
A. Use Of Media	10. Innovative Use of Paid Search	MA-1025	EssenceMediacom	adidas	adidas India: Powering Performance through Paid Search	adidas	GOLD
A. Use Of Media	11. Innovative Use of Social Media	MA-1121	Wavemaker India	Cadbury 5Star	Cadbury 5Star: 'Do Nothing' Helpline will keep Your Phone Busy while you Do Nothing	Mondelez India Foods Pvt. Ltd.	BRONZE
A. Use Of Media	11. Innovative Use of Social Media	MA-1110	EssenceMediacom	Airtel 5G Plus	Airtel The Safe Network	Bharti Airtel Ltd	GOLD
A. Use Of Media	11. Innovative Use of Social Media	MA-11115	White Rivers Media	Jio Studios B62 Studios	Dhurandhar	Reliance Industries Limited (RIL)	GOLD
A. Use Of Media	11. Innovative Use of Social Media	MA-11102	EssenceMediacom	Thums Up	Thums Up Thunderwheel-The Wheel That Unleashed the Storm	The Coca - Cola Company	GOLD
A. Use Of Media	12. Innovative Use of Digital Display	MA-1220	Mindshare India	Indriya - Aditya Birla Jewellery	Indriya - AI-Powered Bridal Studio	Novel Jewels Limited	GOLD
A. Use Of Media	12. Innovative Use of Digital Display	MA-1223	EssenceMediacom	THUMS UP	The Contextual Matchmaker: How Thums Up Biryani Turned Digital Content into Instant Cravings	The Coca - Cola Company	SILVER
A. Use Of Media	13. Innovative Use of Mobile	MA-1304	WPP OpenDoor	Amazon Prime Video	Reading Faces, Recommending Content: How AI Turned Emotions Into Entertainment Discovery	Amazon	BRONZE
A. Use Of Media	13. Innovative Use of Mobile	MA-1317	Mindshare India	Indriya - Aditya Birla Jewellery	Indriya - AI-Powered Bridal Studio	Novel Jewels Limited	BRONZE

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A. Use Of Media	13. Innovative Use of Mobile	MA-1335	Interactive Avenues	Amazon Prime Video	Phulera Had an Election. India Had a Starring Role in It.	Amazon	GOLD
A. Use Of Media	13. Innovative Use of Mobile	MA-1316	Wavemaker India	Everyuth Naturals	Unlocking Gen Z's World: A Mobile-First Glow Up	Zyduz Wellness	GOLD
A. Use Of Media	14. Innovative Use of Commerce	MA-1428	EssenceMediacom	Thums Up	A Launch Of Many Firsts : X Force	The Coca - Cola Company	SILVER
A. Use Of Media	14. Innovative Use of Commerce	MA-1429	EssenceMediacom	THUMS UP	Thums Up X Blink it : Taste the thunder in every over!	The Coca - Cola Company	SILVER
A. Use Of Media	14. Innovative Use of Commerce	MA-1424	Interactive Avenues	Zilo	The Search-to-Sale Engine: How Zilo Turned Speed-Intent Fashion Queries into a Programmatic Commerce Machine	Zilo	SILVER
A. Use Of Media	15. Innovative Use of Gaming	MA-1507	Havas Media India	TATA MOTORS ACE PRO	Ludo King x Ace Pro Ab Meri Baari - Game of Chance	Tata Motors Commercial Vehicles	BRONZE
A. Use Of Media	16. Innovative Use of Sponsorship	MA-1601	Wavemaker India	Birla Opus Paints	Indian Colours League: Birla Opus Rewrote the IPL Sponsorship Playbook	Birla Opus Paints	GOLD
A. Use Of Media	16. Innovative Use of Sponsorship	MA-1623	Madison Media	BHIM - Bharat Ka Apna Payments App	KBC Golden Week with BHIM Payments App – A never before opportunity to reach the Hot Seat	NPCI BHIM Services Limited	SILVER
A. Use Of Media	16. Innovative Use of Sponsorship	MA-1602	EssenceMediacom	Uber India	Uber x SRH Hyderabadies	Uber	SILVER
A. Use Of Media	17. Moment Marketing	MA-1718	DentsuX	Berger Paints India Limited	50 Years of Stardom - A Tribute by Berger Paints	Berger Paints India Limited	BRONZE
A. Use Of Media	17. Moment Marketing	MA-1753	White Rivers Media	Jio Studios B62 Studios	Dhurandhar	Reliance Industries Limited (RIL)	BRONZE
A. Use Of Media	17. Moment Marketing	MA-1715	Wavemaker India	Netflix	Orchestrating the "Now" – From Breaking News to the Final Over	Netflix India	GOLD
A. Use Of Media	17. Moment Marketing	MA-1747	EssenceMediacom	Uber India	Uber x SRH Hyderabadies	Uber	GOLD
A. Use Of Media	17. Moment Marketing	MA-1760	Tribes Communications Pvt. Ltd.	Kansai Nerolac Paints Ltd	The Barefoot Journey	Kansai Nerolac Paints Ltd.	SILVER
A. Use Of Media	18. Small Budget, Big Impact	MA-1816	Roll Dot	Ardent Alcobev Dram Bell Whisky	The Hack That Wasn't	Ardent Alcobev Private Limited	GOLD
A. Use Of Media	18. Small Budget, Big Impact	MA-1817	Mindshare India	JioHotstar	Turning Cyber Fear into Curiosity: How Special Ops 2.0 Found Its Audience First (Hyderlocal Targeting)	JioStar India Private Ltd.	GOLD
A. Use Of Media	18. Small Budget, Big Impact	MA-1858	Tribes Communications Pvt. Ltd.	Kansai Nerolac Paints Ltd.	The Barefoot Journey	Kansai Nerolac Paints Ltd.	SILVER
A. Use Of Media	19. Sports Marketing	MA-1930	Lodestar UM	GCMFM (AMUL)	HOW AMUL MASTERED THE FANDOM TO CONVERSION GAME	Gujarat Co-Operative Milk Marketing Federation Limited	BRONZE
A. Use Of Media	19. Sports Marketing	MA-1935	Innocean India	Hyundai	Hyundai x ICC	Hyundai Motor India Limited	BRONZE
A. Use Of Media	19. Sports Marketing	MA-1939	EssenceMediacom	Thums Up	From Bottle to Boundary: How Thums Up Turned Every Pack into a Front-Row World Cup Experience	The Coca - Cola Company	BRONZE
A. Use Of Media	19. Sports Marketing	MA-1917	Madison Media	Roff	Roff Rewriting the Rules of the Game: Turning Cricket into a Real-Time Brand Engine	Pidilite Industries Limited	GOLD

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A. Use Of Media	20. Micro Marketing	MA-2080	Mindshare India	UltraTech Cement Limited	UltraTech Cement   Vote Karega Toh Mazboot Banega India	UltraTech Cement Limited	BRONZE
A. Use Of Media	20. Micro Marketing	MA-2057	Tribes Communications Pvt. Ltd.	Kansai Nerolac Paints Ltd.	The Barefoot Journey	Kansai Nerolac Paints Ltd.	Grand Prix
A. Use Of Media	20. Micro Marketing	MA-2081	Mindshare India	UltraTech Cement Limited	UltraTech: Predicting Demand. Village by Village	UltraTech Cement Limited	GOLD
A. Use Of Media	20. Micro Marketing	MA-2035	Interactive Avenues	Royal Enfield	How Royal Enfield Reclaimed India's Micro Search Moments using programmatic play	Eicher Motors Limited	SILVER
A. Use Of Media	21. Innovation in media buying	MA-2116	Wavemaker India	Bisleri	New Model of Brand Love - When Product Becomes Media	Bisleri	BRONZE
A. Use Of Media	21. Innovation in media buying	MA-2123	Tribes Communications Pvt. Ltd.	HDFC MUTUAL FUND	The Chant to Change	HDFC MUTUAL FUND	BRONZE
A. Use Of Media	21. Innovation in media buying	MA-2107	WPP OpenDoor	Amazon Prime Video	Chai, Samosas & Streaming: Prime Video's New Formula for Turning Carts into Content	Amazon	GOLD
A. Use Of Media	22. Innovative Use of Integrated Media	MA-2276	Sparkfoundry	WhatsApp	WhatsApp: Making Encryption Felt, Not Explained	Meta	GOLD
A. Use Of Media	22. Innovative Use of Integrated Media	MA-2220	Mindshare India	JIOHOTSTAR	Order! Order! When a Lawyer Became Larger Than the Law — And Criminal Justice Became 2025's Biggest Verdict.	JioStar India Private Ltd.	BRONZE
A. Use Of Media	22. Innovative Use of Integrated Media	MA-2221	OMD	Mercedes-Benz	Innovative use of Integrated Media - Dream Days - "A Dream is Never Too Far Away"	Mercedes Benz	BRONZE
A. Use Of Media	22. Innovative Use of Integrated Media	MA-2243	DentsuX	Kingfisher Packaged Drinking Water	Kingfisher x WPL 2026 - Good Times	United breweries	BRONZE
B. Specialist Categories	23. Cause Marketing	MA-2353	Initiative	Sunfeast Mom's Magic	Will of Change	ITC Limited	GOLD
B. Specialist Categories	23. Cause Marketing	MA-2349	HiveMinds	Namma Yatri	Namma Ride, Namma Pride	Namma Yatri	SILVER
B. Specialist Categories	23. Cause Marketing	MA-2373	Lodestar UM	Tata Capital	Champions Ki Gallyon Mein	Tata Capital Ltd.	SILVER
B. Specialist Categories	23. Cause Marketing	MA-2380	Tribes Communications Pvt. Ltd.	Wonder Cement Limited	Helmets for Humanity	Wonder Cement Limited	SILVER
B. Specialist Categories	24. Innovative Use of Data & Analytics	MA-2433	Rapport	SURF EXCEL MATIC EXPRESS	SURF EXCEL MATIC EXPRESS	Hindustan Unilever Limited	BRONZE
B. Specialist Categories	24. Innovative Use of Data & Analytics	MA-2441	Tribes Communications Pvt. Ltd.	Nivea India Pvt. Ltd.	The Carbon Economy for Advertising	NIVEA India Private Limited	BRONZE
B. Specialist Categories	24. Innovative Use of Data & Analytics	MA-2409	HiveMinds	Tata Consumer Products Limited	The Premium Placement Myth: Cracking the Code of the Digital Aisle	Tata Consumer Products Limited	BRONZE
B. Specialist Categories	24. Innovative Use of Data & Analytics	MA-2449	Mindshare India	UltraTech Cement Limited	Ultratech : Predicting Demand Before It Exists.	UltraTech Cement Limited	GOLD
B. Specialist Categories	25. Innovative Use of Emerging Technology	MA-2527	Tribes Communications Pvt. Ltd.	Nivea India Pvt. Ltd.	The Carbon Economy for Advertising	NIVEA India Private Limited	BRONZE
B. Specialist Categories	25. Innovative Use of Emerging Technology	MA-2513	Wavemaker India	Birla Opus Paints	India's First AI Personalized Portfolios for Trade Experts	Birla Opus Paints	GOLD

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Category	Sub Category	Entry ID	Winner	Brand	Title	Client Name	Metal
B. Specialist Categories	25. Innovative Use of Emerging Technology	MA-2522	Hearts & Science	Jaguar Land Rover	Defender OCTA Black: Redefining CTV Through Pinnacle Intelligence	JLR India	SILVER
B. Specialist Categories	25. Innovative Use of Emerging Technology	MA-2519	EssenceMediacom	Thums Up	When Toofan Hit the Streets	The Coca - Cola Company	SILVER
B. Specialist Categories	26. Innovative Use of AI in Media Planning	MA-2617	Omnicom Media	Tata Motors	Data. Decisions. Dominance. Powered by AI	Tata Motors Passenger Vehicle Ltd	BRONZE
B. Specialist Categories	26. Innovative Use of AI in Media Planning	MA-2614	EssenceMediacom	Thums Up	Play the Wheel. Feel the Thunder - Thums Up Thunderwheel.	The Coca - Cola Company	BRONZE
B. Specialist Categories	26. Innovative Use of AI in Media Planning	MA-2607	Wavemaker India	Mondelez	Best Balance of AI and Human Collaboration	Mondelez India Foods Pvt. Ltd.	SILVER
B. Specialist Categories	26. Innovative Use of AI in Media Planning	MA-2625	Mindshare India	UltraTech Cement Limited	Ultratech : Finding India's future Home Builder through AI	UltraTech Cement Limited	SILVER
B. Specialist Categories	27. Innovative Use of AI in Media Operations & Content	MA-2716	Laqshya Media Group	Marriott Bonvoy	Toh, Aaj Jaana Kahan Hai?	Marriott Bonvoy	BRONZE
B. Specialist Categories	27. Innovative Use of AI in Media Operations & Content	MA-2709	HiveMinds	Axis Max Life Insurance	The Creator Ops Stack: AI-Powered Media Operations at Scale	Axis Max Life Insurance	GOLD
B. Specialist Categories	27. Innovative Use of AI in Media Operations & Content	MA-2718	Interactive Avenues	Amul India	We Didn't Add AI to the Team. We Built a Team That Couldn't Exist Without It.	Gujarat Cooperative Milk Marketing Federation Ltd.	SILVER
B. Specialist Categories	27. Innovative Use of AI in Media Operations & Content	MA-2715	OMD	Nivea Soft	Powered by Rizz, Scaled by AI	NIVEA India Private Limited	SILVER
South Asia Category (Excluding India) Special Award	28. Innovative Use of Integrated Media	MA-2804	Initiative	Schneider Electric	From Invisible to Irresistible: The Rise of a New Category Leader	Schneider Electric	BRONZE

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Specialist	Organization	Grand Prix	Gold	Silver	Bronze	Total Metals	Total points	
Media Agency of The Year	EssenceMediacom		5	6	3	14	88	
	Wavemaker India		7	2	2	11	76	
	Mindshare India		6	1	3	10	66	
	Tribes Communications Pvt. Ltd.	1	1	5	4	11	66	
	HiveMinds		2	1	2	5	30	
	Interactive Avenues		1	3	1	5	30	
	Madison Media		1	2		3	20	
	OMD			2	2	4	20	
	Havas Media India			1	3	4	18	
	White Rivers Media		1	1	1	3	18	
	PHD			2	1	3	16	
	Sparkfoundry			2		2	16	
	Initiative		1	1		2	14	
	MudraMax		1		1	2	12	
	WPP OpenDoor		1		1	2	12	
	Zenith India		1		1	2	12	
	Lodestar UM				1	1	2	10
	BC Web Wise		1			1	8	
	DentsuX					2	8	
	Roll Dot		1			1	8	
Saatchi & Saatchi		1			1	8		
Hearts & Science				1	1	6		
Innocean India					1	4		
Laqshya Media Group					1	4		
Omnicom Media					1	4		
Rapport					1	4		
Starcom					1	4		
<b>Grand Total</b>		<b>1</b>	<b>33</b>	<b>29</b>	<b>34</b>	<b>97</b>	<b>582</b>	

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Specialist	Organization	Grand Prix	Gold	Silver	Bronze	Total Metals	Total points
Network agency of the year	WPP Media		19	9	9	37	242
	Omnicom Media		2	10	8	20	108
	Tribes Communications Pvt. Ltd.	1	1	5	4	11	66
	Madison communications		3	3	2	8	50
	Publicis Media		4		2	6	40
	Havas Media Network India			1	3	4	18
	Dentsu Aegis Network				2	2	8
	Laqshya Media Group				1	1	4

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Specialist		Grand Prix	Gold	Silver	Bronze	Total Metals	Total points
Client of the year	The Coca - Cola Company		1	5	2	8	46
	Kansai Nerolac Paints Ltd.	1		4		5	36
	Birla Opus Paints		3	1		4	30
	UltraTech Cement Limited		2	1	1	4	26
	Amazon		2		1	3	20
	Novel Jewels Limited		2		1	3	20
	Mondelez India Foods Pvt. Ltd.		1	1	1	3	18
	Reliance Industries Limited (RIL)		1	1	1	3	18
	Meta		2			2	16
	NIVEA India Private Limited			1	2	3	14
	Uber		1	1		2	14
	Wonder Cement Limited		1	1		2	14
	Hero MotoCorp Ltd.		1		1	2	12
	Hindustan Unilever Limited		1		1	2	12
	JioStar India Private Ltd.		1		1	2	12
	Eicher Motors Limited			1	1	2	10
	OpenAI			1	1	2	10
	Swiggy			1	1	2	10
	Adani Group - Navbharat Mega Developers pvt ltd.		1			1	8
	Adidas		1			1	8
	Ardent AlcobeV Private Limited		1			1	8
	Axis Max Life Insurance		1			1	8
	Bharti Airtel Ltd		1			1	8
	DBS Bank India Limited		1			1	8
	HDFC MUTUAL FUND				2	2	8
	ITC Limited		1			1	8
	National Payment Corporation of India		1			1	8
	Netflix India		1			1	8
	Pidilite Industries Limited		1			1	8
	Reckitt		1			1	8
	Tata Power		1			1	8
	Wakefit Innovations Pvt. Ltd.		1			1	8
	Zydus Wellness		1			1	8
	Asian Paints			1		1	6
	Gujarat Co-Operative Milk Marketing Federation Limited			1		1	6
	JLR India			1		1	6
	Namma Yatri			1		1	6
	NPCI BHIM Services Limited			1		1	6
	OnePlus India			1		1	6
	Philips India			1		1	6
	Skoda India			1		1	6
	Tata Capital Ltd.			1		1	6
	Zilo			1		1	6
	Adani Group				1	1	4
	Berger Paints India Limited				1	1	4
	Bisleri				1	1	4
	Eureka Forbes Limited				1	1	4
	Gujarat Co-Operative Milk Marketing Federation Limited				1	1	4
	Hyundai Motor India Limited				1	1	4
	Kia Motors India				1	1	4
	Marriott Bonvoy				1	1	4
	Mercedes Benz				1	1	4
	P&G India				1	1	4
	Piramal Consumer Healthcare				1	1	4
	Tata Consumer Products Limited				1	1	4
	Tata Motors Commercial Vehicles				1	1	4
	Tata Motors Passenger Vehicle Ltd				1	1	4
	Titan Tanishq				1	1	4
	United breweries				1	1	4
	<b>Grand Total</b>	<b>1</b>	<b>33</b>	<b>29</b>	<b>34</b>	<b>97</b>	<b>582</b>

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Special Award	Publisher name	Gold	Silver	Bronze	Merit	Total Metals	Total Points
Publisher of the Year	Jagran Prakashan Ltd.	3	2	2	1	8	46
	The Hindu Group	1	2		1	4	22
	ABP PVT. LTD.	1	1			2	14
	HINDUSTAN MEDIA VENTURES LIMITED		1	1	2	4	14
	Bennett Coleman & Co. Ltd.		1		1	2	8
	Sakal Media Private Limited		1			1	6
	<b>Grand Total</b>	<b>5</b>	<b>8</b>	<b>3</b>	<b>5</b>	<b>21</b>	<b>110</b>

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No.	Entry ID	Group	Category	Company / School	Brand	Title / Caption	METAL
1	TAC-1070	22 PUBLISHER ABBY	22a: PUBLISHER ABBY: Best marketing of a printed newspaper / edition	Bennett Coleman & Co. Ltd.	The Times of India	I am Kolkata, Amar Para	SILVER
2	TAC-1558	22 PUBLISHER ABBY	22a: PUBLISHER ABBY: Best marketing of a printed newspaper / edition	Jagran Prakashan Ltd.	Dainik Jagran	Hindi Operating System	SILVER
3	TAC-1539	22 PUBLISHER ABBY	22a: PUBLISHER ABBY: Best marketing of a printed newspaper / edition	Jagran Prakashan Ltd.	Dainik Jagran	People without a Name	GOLD
4	TAC-1534	22 PUBLISHER ABBY	22a: PUBLISHER ABBY: Best marketing of a printed newspaper / edition	Jagran Prakashan Ltd.	Dainik Jagran	The Day the Roof Fell	BRONZE
5	TAC-1369	22 PUBLISHER ABBY	22a: PUBLISHER ABBY: Best marketing of a printed newspaper / edition	Jagran Prakashan Ltd.	Dainik Jagran	Rooted or Restless?	SILVER
6	TAC-1203	22 PUBLISHER ABBY	22a: PUBLISHER ABBY: Best marketing of a printed newspaper / edition	The Hindu Group	The Hindu Group	The Hindu 'Written by Journalists'	GOLD
7	TAC-2891	22 PUBLISHER ABBY	22b: PUBLISHER ABBY: Best marketing of a printed magazine	ABP PVT. LTD.	ANANDAMELA	GOLPO JADUR ASHOR - BY THE KIDS FOR THE KIDS	GOLD
8	TAC-1538	22 PUBLISHER ABBY	22c: PUBLISHER ABBY: Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	Jagran Prakashan Ltd.	Dainik Jagran	The Day the Roof Fell	GOLD
9	TAC-1541	22 PUBLISHER ABBY	22c: PUBLISHER ABBY: Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	Jagran Prakashan Ltd.	Dainik Jagran	People without a Name	GOLD
10	TAC-1565	22 PUBLISHER ABBY	22c: PUBLISHER ABBY: Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	Jagran Prakashan Ltd.	Dainik Jagran	1000 Tons, 10 Days, One City, One Reckoning	MERIT
11	TAC-1567	22 PUBLISHER ABBY	22c: PUBLISHER ABBY: Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	Jagran Prakashan Ltd.	Dainik Jagran	The Longest Thankyou	BRONZE
12	TAC-1199	22 PUBLISHER ABBY	22c: PUBLISHER ABBY: Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	The Hindu Group	The Hindu Group	The Hindu 'Stub the Habit'	SILVER
13	TAC-2985	22 PUBLISHER ABBY	22d: PUBLISHER ABBY: Best client-brand activation or display advertising innovation by a publisher.	ABP PVT. LTD.	Center Fruit	Center Fruit Laplap Karo...Line Skip Karo	SILVER
14	TAC-2398	22 PUBLISHER ABBY	22d: PUBLISHER ABBY: Best client-brand activation or display advertising innovation by a publisher.	Bennett Coleman & Co. Ltd.	Raymond	Raymond 100 Years	MERIT
15	TAC-3634	22 PUBLISHER ABBY	22d: PUBLISHER ABBY: Best client-brand activation or display advertising innovation by a publisher.	HINDUSTAN MEDIA VENTURES LIMITED	Hindustan Times x Swiggy Instamart	Photochromatic Ink Innovation for Mangoes	SILVER
16	TAC-3384	22 PUBLISHER ABBY	22d: PUBLISHER ABBY: Best client-brand activation or display advertising innovation by a publisher.	HINDUSTAN MEDIA VENTURES LIMITED	Hindustan Times x Myntra	HT for Myntra's Birthday Blast!	BRONZE
17	TAC-3671	22 PUBLISHER ABBY	22d: PUBLISHER ABBY: Best client-brand activation or display advertising innovation by a publisher.	HINDUSTAN MEDIA VENTURES LIMITED	Hindustan Times x Museum of Art	Bouquet of Hope Art Collectible	MERIT
18	TAC-2912	22 PUBLISHER ABBY	22d: PUBLISHER ABBY: Best client-brand activation or display advertising innovation by a publisher.	Sakal Media Private Limited	Star Pravah - JioHotstar	Braille Innovation for Star Pravah by Sakal Media	SILVER
19	TAC-1415	22 PUBLISHER ABBY	22d: PUBLISHER ABBY: Best client-brand activation or display advertising innovation by a publisher.	The Hindu Group	The Hindu	Kerala For All in association with The Hindu	SILVER
20	TAC-3673	22 PUBLISHER ABBY	22e: PUBLISHER ABBY: Best use of Native or Branded Content for client brand-marketing by a publisher	HINDUSTAN MEDIA VENTURES LIMITED	Hindustan Times x Dell Technologies	Udaan: Unleash Digital Advantage for Indian MSMEs	MERIT
21	TAC-1197	22 PUBLISHER ABBY	22e: PUBLISHER ABBY: Best use of Native or Branded Content for client brand-marketing by a publisher	The Hindu Group	The Hindu Group	The Hindu 'Made of Chennai'	MERIT