

| CATEGORY | S.NO. | SUB-CATEGORY |
|--------------------------------|-------|---|
| Digital Marketing Awards | DM1 | Best B2B Digital Campaign |
| | DM2 | Best Campaign Through Social Messenger |
| | DM3 | Best Digital Brand Strategy |
| | DM4 | Best Digital Experience Marketing Campaign |
| | DM5 | Best Digital Influencer Marketing Campaign |
| | DM6 | Best Digital Integrated Marketing |
| | DM7 | Best Digital Internal Communication Campaign |
| | DM8 | Best Digital Marketing Analytics |
| | DM9 | Best Display Marketing in Digital |
| | DM10 | Best Email Marketing Campaign |
| | DM11 | Best Engagement in Social Media Campaign |
| | DM12 | Best Engagement through Digital Marketing |
| | DM13 | Best Engagement through Mobile Marketing |
| | DM14 | Best Gamification Marketing |
| | DM15 | Best Innovation/Creativity in a Digital Campaign |
| | DM16 | Best Innovation/Creativity in a Mobile Campaign |
| | DM17 | Best Innovation/Creativity in a Social Media Campaign |
| | DM18 | Best Low-Budget Marketing Campaign (Digital) |
| | DM19 | Best Marketing Automation Campaign |
| | DM20 | Best Marketing Through a Mobile App |
| | DM21 | Best Marketing Through a Website/Blog |
| | DM22 | Best Mobile Marketing Campaign - Overall |
| | DM23 | Best Online Commercial |
| | DM24 | Best Online PR Campaign |
| | DM25 | Best Performance-driven Digital Campaign |
| | DM26 | Best Performance-driven Mobile Campaign |
| | DM27 | Best Performance-driven Social Media Campaign |
| | DM28 | Best Search Marketing Campaign |
| | DM29 | Best Social Media Marketing Campaign - Overall |
| | DM30 | Best Use of Animation or Motion Graphics |
| | DM31 | Best Use of Data Driven Media |
| | DM32 | Best Use of Digital for Social & Economic Development |
| | DM33 | Best Use of Photography in a Digital Marketing Campaign |
| | DM34 | Best Video Marketing Campaign |
| | DM35 | Best Viral Marketing Campaign |
| CATEGORY | S.NO. | SUB-CATEGORY |
| Sector Specific Digital Awards | SS1 | Best Digital Campaign by//for a Business Solutions Enterprise |
| | SS2 | Best Digital Campaign by//for a Financial Services/Banking enterprise |
| | SS3 | Best Digital Campaign by//for a Food and Beverages Enterprise |
| | SS4 | Best Digital Campaign by//for a Healthcare Enterprise |
| | SS5 | Best Digital Campaign by//for a Media/Entertainment enterprise |
| | SS6 | Best Digital Campaign by//for a Retail Enterprise |
| | SS7 | Best Digital Campaign by//for a Tours and Travel Enterprise |
| | SS8 | Best Digital Campaign by//for an Automobile Enterprise |
| | SS9 | Best Digital Campaign by//for an Educational Enterprise |
| | SS10 | Best Digital Campaign by//for an Electronics Enterprise |
| | SS11 | Best Digital Campaign by//for an FMCG/C&IP Enterprise |
| | SS12 | Best Digital Campaign by//for an IT/ITES/IoT Enterprise |
| | SS13 | Best Digital Campaign for a Cause/NPO/NGO/CSR |

| CATEGORY | S.NO. | SUB-CATEGORY |
|------------------------|-------|--|
| Digital StartUp Awards | DS1 | Best Accelerator/Incubator Programme |
| | DS2 | Best AI/Machine Learning Startup |
| | DS3 | Best BioTech StartUp |
| | DS4 | Best Blockchain StartUp |
| | DS5 | Best Bootstrapped StartUp in Digital |
| | DS6 | Best Co-working space |
| | DS7 | Best Digital Marketing StartUp |
| | DS8 | Best Digital StartUp |
| | DS9 | Best FinTech StartUp |
| | DS10 | Best FoodTech/AgriTech StartUp |
| | DS11 | Best IoT StartUp |
| | DS12 | Best MarTech StartUp |
| | DS13 | Best PropTech StartUp |
| | DS14 | Best Social Impact StartUp in Digital |
| | DS15 | Digital Ecosystem Hero of the Year [Person] |
| | DS16 | Digital Investor of the Year [Firm] |
| | DS17 | Tech-Founder of the Year [Person] |
| CATEGORY | S.NO. | SUB-CATEGORY |
| Website Awards | WA1 | Activism Blog/Website |
| | WA2 | Art Blog/Website |
| | WA3 | Automobile Blog/Website |
| | WA4 | Best Navigation/Structure |
| | WA5 | Best User Experience |
| | WA6 | Best User Interface |
| | WA7 | Best Visual Design |
| | WA8 | Business Blog/Website |
| | WA9 | Charitable Organizations/Non-Profit/Non Government Blog/Website |
| | WA10 | Consumer Electronics Blog/Website |
| | WA11 | Coupons/Deals/Cashback Blog/Website |
| | WA12 | eCommerce website by a Retail Brand Blog/Website |
| | WA13 | eCommerce website in a Specialised Category Blog/Website |
| | WA14 | Education Blog/Website |
| | WA15 | Employment/Job Portal Blog/Website |
| | WA16 | Events Blog/Website |
| | WA17 | Fashion & Beauty Blog/Website |
| | WA18 | Financial Service/Banking Website Blog/Website |
| | WA19 | Food & Drink Blog/Website |
| | WA20 | Gaming Blog/Website |
| | WA21 | Healthcare/Fitness Blog/Website |
| | WA22 | Media Streaming Blog/Website |
| | WA23 | Movie & Film Blog/Website |
| | WA24 | Multi Lingual Blog/Website |
| | WA25 | Music Blog/Website |
| | WA26 | News Content Blog/Website |
| | WA27 | Online Classified/Resale Marketplace/Online Booking Blog/Website |
| | WA28 | Personal Blog/Website |
| | WA29 | Real Estate Blog/Website |
| | WA30 | Shopping Blog/Website |
| | WA31 | Social Media Website |
| | WA32 | Travel Blog/Website |

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| Mobile Awards | MA1 | Automobile App |
| | MA2 | Best Navigation/Structure App |
| | MA3 | Best use of Mobile for social and economic development |
| | MA4 | Best User Experience |
| | MA5 | Best User Interface |
| | MA6 | Best Visual Design |
| | MA7 | Business App |
| | MA8 | Consumer Electronics App |
| | MA9 | Coupons/Deals/Cashback App |
| | MA10 | eCommerce App by a Retail Brand |
| | MA11 | eCommerce App in a Specialised Category |
| | MA12 | Education App |
| | MA13 | Employment/Job Portal App |
| | MA14 | Events App |
| | MA15 | Fashion & Beauty App |
| | MA16 | Financial Services/Banking App |
| | MA17 | Food & Drink App |
| | MA18 | Gaming App |
| | MA19 | Healthcare/Fitness App |
| | MA20 | Media Streaming App |
| | MA21 | Most Innovative Mobile App |
| | MA22 | Movie & Film App |
| | MA23 | Multi-Lingual App |
| | MA24 | Music App |
| | MA25 | News Content App |
| | MA26 | Online Classified/Resale Marketplace/Online Booking App |
| | MA27 | Online Shopping App |
| | MA28 | Professional Services App |
| | MA29 | Real Estate App |
| | MA30 | Social Media Mobile App |
| | MA31 | Social Messenger Mobile App |
| | MA32 | Travel App |
| | MA33 | Video On Demand App |
| CATEGORY | S.NO. | SUB-CATEGORY |
| Digital Content Awards | DC1 | Best Branded Content |
| | DC2 | Best Content in a Digital Display Marketing Campaign |
| | DC3 | Best Content in a Digital Marketing Campaign |
| | DC4 | Best Content in a Gamification Marketing Campaign |
| | DC5 | Best Content in a Mobile Marketing Campaign |
| | DC6 | Best Content in a Performance-driven Campaign |
| | DC7 | Best Content in a Search Marketing Campaign |
| | DC8 | Best Content in a Social Media Marketing Campaign |
| | DC9 | Best Content in a Video Marketing Campaign |
| | DC10 | Best Content in a Viral Marketing Campaign |
| | DC11 | Best Content in an Email Marketing Campaign |
| | DC12 | Best Content in an Influencer Marketing Campaign |
| | DC13 | Best Content In an Online Commercial |
| | DC14 | Best Content in an Online PR Campaign |

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| Digital Financial Awards | DF1 | Best Anti-Fraud/Security Solution of the Year |
| | DF2 | Best Digital Bank |
| | DF3 | Best Digital Payment Facilitator |
| | DF4 | Best Digital Wallet |
| | DF5 | Best Financial Innovation |
| | DF6 | Best FinTech Product |
| | DF7 | Best Mobile Payment Product/Service/Mobile App |
| | DF8 | Best Money Transfer Programme |
| | DF9 | Best Online P-2-P Landing Product or Service |
| | DF10 | Best Online Payments Solution (Consumer) |
| | DF11 | Best Online Payments Solution (Merchant) |
| | DF12 | Best Payment Technology/Solution Provider |
| | DF13 | Best POS Solution |
| | DF14 | Best Prepaid Card / Product |
| | DF15 | Best Use of Blockchain Technology by/for a Financial Service Enterprise |
| | DF16 | Best Use of Digital Media/Platform in the Banking Category |
| | DF17 | Best Use of Digital Media/Platform in the Insurance Category |
| | DF18 | Best Use of Digital Media/Platform in the Loans Category |
| | DF19 | Best Use of Digital Media/Platform in the Mutual Fund Category |
| | DF20 | Best Use of Digital Media/Platform in the Share Trading Category |
| | DF21 | Best Use of Robotic Process Automation (RPA) by/for a Financial Service Enterprise |
| | DF22 | Engagement and Loyalty Scheme of the Year |
| CATEGORY | S.NO. | SUB-CATEGORY |
| Apex Awards | AP1 | Best Digital Advertising Affiliate Network |
| | AP2 | Best Digital Innovation |
| | AP3 | Best Digital Report |
| | AP4 | Digital Agency of the Year |
| | AP5 | Digital Enterprise of the Year |
| | AP6 | Digital Entrepreneur of the Year [Person] |
| | AP7 | Digital Influencer of the Year [Person] |
| | AP8 | Digital Marketer of the Year [Person] |
| | AP9 | Digital Person of the year |
| | AP10 | Digital Publisher of the Year |
| | AP11 | FinTech Leader of the Year [Person] |