

CODE	SUB-CATEGORY	DESCRIPTION
DIGITAL MARKETING AWARDS		
DM01	Best Affiliate Marketing Campaign	Any marketing campaign which was driven by a network of affiliates promoting a brand, product, service, or offering to customers on digital platforms and achieved significant results
DM02	Best B2B Digital Campaign	Any B-2-B marketing campaign which was designed and conducted through digital media or by use of digital enablers to reach out to a niche business/corporate audience and achieved significant results
DM03	Best B2C Digital Campaign	Any B-2-C marketing campaign which was designed and conducted through digital media or by use of digital enablers that targeted the end consumers and achieved significant results
DM04	Best Campaign Through Social Messenger	Any marketing campaign which was executed through social messengers such as Facebook messenger, InMails (Linkedin), Whatsapp, Skype, Hangout, Hike, WeChat, Viber, etc.
DM05	Best Cross-channel Marketing Campaign	Any multi-channel or omni-channel marketing campaign which involved managing a brand's exposure across social media, mobile apps, websites, email and/or word-of-mouth recommendations while providing an integrated, consistent experience of the brand.
DM06	Best Digital Brand Strategy	Any online advertising campaign with a clearly executed and insightful brand strategy
DM07	Best Digital Experience Marketing Campaign	Any marketing campaign that engaged the target audience by creating a unique experience for them through digitally enabled "event marketing", "on-ground marketing", "live marketing", "participation marketing", or "Virtual Reality" and encouraged them to participate in the evolution of a brand or a brand experience
DM08	Best Digital Influencer Marketing Campaign	Any influencer led marketing campaign which made use of a powerful, unique content to communicate with the target group on digital media platforms to drive favourable results
DM09	Best Digital Integrated Marketing	Any digital marketing campaign which was executed across multiple digital channels and platforms in a seamless, integrated and coherent manner
DM10	Best Digital Internal Communication Campaign	Any communication campaign which was run on digital media or through use of digital techniques to create significant engagement with the internal audience of an enterprise/organisation
DM11	Best Digital Marketing Analytics	Any Enterprise or Agency (or both in collaboration) which performed an Analytics exercise to map and analyze the statistics, insights, trends, reach, etc. of a particular Digital Marketing campaign, and leveraged the results of the analytics in real-time to improve performance, targeting, visibility and ROI of the campaign
DM12	Best Digital Marketing Campaign During Covid-19	Any digital marketing campaign which was executed during Covid 19/ lockdown and created impact and produced significant results
DM13	Best Digital Re-targeting Campaign	Any online advertising targeted to consumers based on their previous Internet actions to help keep a brand in front of bounced traffic after they leave the brand website
DM14	Best Display Marketing in Digital	Any marketing campaigns which made extensive use of digital banners, buttons, pop-ups, videos or any other form of web/mobile/social/direct/interactive digital media display to promote an idea, concept, product, service, offer, etc. and achieved significant results
DM15	Best Email Marketing Campaign	Any well-targeted and coordinated communication campaign (text, images, infographics, newsletters, video, etc.) that used email marketing as a tool for promotion of an idea, concept, product, service, or offer and achieved significant results
DM16	Best Engagement in Socia Media Campaign	Any social media marketing campaign which engaged the target audience in a creative manner to achieve significant results
DM17	Best Engagement through Digital Marketing	Any digital media marketing campaign which engaged the target audience in a creative manner to achieve significant results
DM18	Best Engagement through Mobile Marketing	Any mobile marketing campaign which engaged the target audience in a creative manner to achieve significant results
DM19	Best Facebook Campaign	Any campaign executed on Facebook which promoted ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI
DM20	Best Gamification Marketing	Any marketing campaign to engage the target group through online/mobile gamification methods and generate significant results
DM21	Best Innovation/Creativity in a Digital Campaign	Any digital media campaign which had an innovative, novel concept, content and approach
DIGITAL MARKETING AWARDS		

CODE	SUB-CATEGORY	DESCRIPTION
DM22	Best Innovation/Creativity in a Mobile Campaign	Any mobile advertising/marketing/promotion campaign which had an innovative, novel concept, content and approach
DM23	Best Innovation/Creativity in a Social Media Campaign	Any social media campaign which had an innovative, novel concept, content and approach
DM24	Best Instagram Campaign	Any campaign executed on Instagram which promoted ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI
DM25	Best Integrated Social Media Marketing Campaign	Any campaign executed on two or more social media platforms which promoted ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI
DM26	Best LinkedIn Campaign	Any campaign executed on LinkedIn which promoted ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI
DM27	Best Low-Budget Marketing Campaign (Digital)	Any digital marketing campaign which was executed on low budget but created an impact and produced significant results
DM28	Best Marketing Automation Campaign	Any marketing technology tool which enables and/or automates the process of content delivery from the developer to the audience through digital channel(s) in an effective and impactful manner
DM29	Best Marketing Through a Mobile App	Any mobile application which was effectively leveraged for promotion of an idea, concept, product, service, etc. through information, entertainment, engagement or any other mode of communication
DM30	Best Marketing Through a Website/Blog	Any website or blog which was effectively leveraged for promotion of an idea, concept, product, service, etc. through information, entertainment, engagement or any other mode of communication
DM31	Best Mobile Marketing Campaign - Overall	All original mobile advertising/marketing/promotion campaigns which were creatively executed through any mobile platform based program such as apps, messages (text or multimedia), social media on mobile, gadgets/gears, barcodes, QR codes, coupons etc. and achieved significant results
DM32	Best Online Commercial	Any original web commercials which premiered online to advertise a product or service, adapted the traditional television format for the Internet and achieved significant success
DM33	Best Online PR Campaign	Any outstanding Digital Public Relations (image management) campaign performed for a product, service, Enterprise, celebrity, etc. that achieved significant results
DM34	Best Performance-driven Digital Campaign	Any digital media marketing campaign which led to significant results in terms of reach /visibility / clicks / views / shares / likes /registrations / affiliations / readership / sales / ROI, etc.
DM35	Best Performance-driven Mobile Campaign	Any mobile marketing campaign which led to great results for a business in terms of reach /visibility / clicks / views / shares /likes / registrations / affiliations / readership / sales / ROI, etc.
DM36	Best Performance-driven Social Media Campaign	Any social media marketing campaign which led to great results for a business in terms of reach /visibility / clicks / views / shares/ likes / registrations / affiliations / readership / sales / ROI, etc.
DM37	Best Push Notification Campaign	Any advertising strategy wherein marketers informed their target audience about services and products via browser and/or app notifications on an array of devices.
DM38	Best Search Marketing Campaign	Any campaign that promoted ideas, concepts, products, services, or offers by enhanced/promoted visibility in search results on search engines, social media platforms, app stores, marketplace websites or apps, and/or affiliates and achieved significant results
DM39	Best Technology-led Marketing Campaign	A campaign which leveraged any of the advanced technologies such as Artificial Intelligence, Augmented Reality, Virtual Reality, Internet of Things, Robotic Process Automation, Cognitive technologies, Blockchain etc
DM40	Best Trend/Moment Marketing	Best use of Digital Marketing by leveraging trending topics, news, events, happenings, etc. and correlating it with the brand campaign or messaging.
DM41	Best Twitter Campaign	Any campaign executed on Twitter which promoted ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI
DIGITAL MARKETING AWARDS		

CODE	SUB-CATEGORY	DESCRIPTION
DM42	Best Use of Animation or Graphics	Use of animation and/or graphics (content) through online experiences produced on behalf of a brand that integrates animated/graphical format in a seamless, superior way that enhances the end-user experience.
DM43	Best Use of Data Driven Media	Best, most innovative and effective or creative use of data-driven digital media that serves users with a personalized experience. This includes such efforts as targeted marketing messages, remarketing, etc.
DM44	Best use of Location Based Targeting	Best use of location-based marketing (LMS) or direct digital marketing strategy that uses the consumers' mobile device location to alert them about an offering from a near-by business
DM45	Best Use of Photography in a Digital Marketing Campaign	Only photography as it's used throughout the campaign/website/blog/product is judged. Online experiences produced on behalf of a brand that rely heavily on photographic imagery as a critical part of the user experience.
DM46	Best Video Marketing Campaign	Any campaign which used video as a format to promote ideas, concepts, products, services, or offers, and achieved significant success in terms of reach and impact
DM47	Best Viral Marketing Campaign	Any advertising/marketing campaigns which were executed in the form of text, graphics, video or any other interactive activity through the digital channels viz. web, mobile, social media, messengers, etc. and achieved significant success (attained extensive organic circulation and propagation by the end users)
DM48	Best Youtube Campaign	Any campaign executed on Youtube which promoted ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI
DM49	Best Use of AI in Marketing Automation	All campaigns that leveraged AI to enhance efficiency, personalization, or engagement
DM50	Best AI-Powered Customer Experience Innovation	Honoring exceptional use of AI to elevate customer journeys and satisfaction and achieved significant results
DM51	Best Predictive AI Use for Performance Marketing	All campaigns that leveraged AI-driven insights to optimize ad spend and ROI and achieved significant results
DM52	Best AI-Driven Personalization Campaign	All campaigns that leveraged AI to deliver hyper-personalized customer experiences through predictive analytics and behaviour modeling and achieved significant results
DM53	Best Festive Digital Marketing Campaign	Outstanding overall digital marketing campaign executed during a festive season that drove high engagement and business results.
DM54	Best Festive Campaign – Cultural Storytelling	Exceptional digital campaign that leveraged deep cultural nuances, traditions, and resonant storytelling during a festive period.
DM55	Best Regional/Local Festive Marketing Campaign	Highly targeted digital marketing effort tailored to specific regional languages, local customs, or regional festivals.
DM56	Best Festive Influencer Marketing Campaign	Impactful influencer-led campaign during a festive season that effectively drove brand awareness, reach, and consumer engagement.
DM57	Best Festive Commerce Campaign	Digital campaign specifically designed to boost online sales, offers, and conversions during peak festive shopping periods.
DM58	Best Real-Time Festive Marketing Campaign	Agile moment-marketing effort that capitalized on real-time festive trends, occurrences, or conversations to drive engagement.
DM59	Best Digital-Led Event Marketing Campaign	Comprehensive digital campaign designed to promote, drive attendance for, or build buzz around a physical or virtual event.
DM60	Best Phygital Brand Experience	Seamless integration of physical on-ground activations with digital interactive elements to deliver a unified brand experience.
DM61	Best Digital Activation at an Event	Creative use of digital technology (e.g., kiosks, AR, mobile apps) directly at an event venue to engage attendees.
DM62	Best Experiential Campaign with Digital Integration	Immersive experiential marketing campaign that incorporated digital media to enhance consumer participation and sharing.
DM63	Best Event-to-Digital Content Campaign	Strategic capturing and adaptation of live event experiences into high-performing digital content across online channels.
DM64	Best Digital Engagement Campaign for an Event	Highly interactive campaign that actively involved audiences before, during, or after an event via digital touchpoints.
DM65	Best Creator-Led Marketing Campaign	Outstanding brand campaign conceived and executed in core collaboration with digital content creators to drive impact.
DM66	Best Micro & Nano Influencer Campaign	Highly targeted campaign leveraging micro or nano-influencers to build hyper-authentic connections and high engagement rates.
DM67	Best Creator Community Building Campaign	Digital initiative focused on nurturing, engaging, and growing a dedicated brand community led by creators.
DM68	Best Long-Term Creator Partnership	Sustained collaboration between a brand and creator(s) over an extended period that built deep brand affinity and trust.
DM69	Best Use of Regional/Language Influencers	Strategic use of regional or vernacular content creators to penetrate hyper-local markets and diverse demographics.
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CODE	SUB-CATEGORY	DESCRIPTION
DM70	Best Creator-Led Brand Building Campaign	Strategic campaign leveraging creator authenticity and storytelling to shape, elevate, or reposition a brand's image.
DM71	Best Change Communication Campaign	Strategic digital communication effort that effectively guided employees through organizational shifts or structural transformations.
DM72	Best Digital Employer Brand Communication Campaign	Digital campaign aimed at positioning the company as an employer of choice to attract and retain top talent.
DM73	Best Use of AI in Internal Communications	Innovative application of artificial intelligence tools to streamline, personalize, or enhance internal enterprise messaging.
DM74	Best Branded Podcast	Original podcast series produced by or for a brand that delivered high editorial value and brand affinity.
DM75	Best Corporate Podcast	Internal or external podcast series communicating company vision, leadership insights, or industry developments.
DM76	Best Podcast for Thought Leadership	Podcast series focused on establishing deep industry authority, insightful discussions, and expert commentary.
DM77	Best Podcast Marketing Campaign	Strategic promotional campaign designed to launch, grow, and monetize a podcast show or episode series.
DM78	Best Video Podcast / Vodcast	Exceptional production and delivery of a video-first podcast series designed for multi-platform consumption.
DM79	Best Podcast-Led Community Building	Podcast initiative that successfully cultivated a dedicated, active listener community around its core theme or host.
DM80	Best Podcast for Brand Storytelling	Creative storytelling podcast that subtly aligned brand values with narrative audio entertainment.
DM81	Best Digital Audio Marketing Campaign	Campaign utilizing digital audio channels like music streaming platforms, podcasts, or digital radio to reach target audiences.
DM82	Best Radio + Digital Integrated Campaign	Seamless cross-media campaign combining traditional broadcast radio with interactive digital touchpoints for amplified reach.
DM83	Best Audio Storytelling Campaign	Immersive audio campaign that relied on compelling sound design and narrative to engage listeners emotionally.
DM84	Best Use of Radio for Digital Engagement	Radio broadcast initiative that successfully drove listeners to online platforms, social media, or app actions.
DM85	Best Digital Sports Marketing Campaign	Standout digital marketing campaign created for a sports team, league, or event that achieved high audience reach.
DM86	Best Sports Brand Marketing Campaign	Campaign by a sports apparel, gear, or nutrition brand effectively using digital media to drive market positioning.
DM87	Best Sports Sponsorship Marketing Campaign	Digital campaign leveraging a sports sponsorship deal to drive brand activation, engagement, and affinity.
DM88	Best Digital Fan Engagement Campaign	Highly interactive digital campaign designed to connect sports fans deeply with teams, events, or athletes.
DM89	Best Sports Fan Community Building Campaign	Digital campaign that successfully established, grew, or mobilized a passionate online sports fan community.
DM90	Best Sports Storytelling Campaign	Narrative-driven sports campaign highlighting inspiring athletic journeys, team histories, or sporting moments.
DM91	Best Athlete-Led Marketing Campaign	Brand campaign built directly around an athlete's personal digital brand, charisma, and online platform.
DM92	Best Sports Influencer Marketing Campaign	Campaign utilizing sports influencers or sports content creators to reach target fan bases effectively.
DM93	Best Sports Creator Campaign	Digital campaign created in direct collaboration with digital sports content creators or vloggers.
DM94	Best Real-Time Sports Social Media Campaign	Rapid-response social media activation during live sports matches or events that captured public attention.
DM95	Best Sports Moment Marketing Campaign	Agile campaign leveraging key sporting moments, milestones, or viral game events in real time.
DM96	Best AI-Powered Sports Marketing Campaign	Sports marketing effort that incorporated AI for content creation, personalized fan messaging, or real-time stats.
DM97	Best Use of Data & Analytics in Sports Marketing	Strategic use of sports data and audience analytics to target fans and optimize marketing performance.
DM98	Best Sports E-commerce & Social Commerce Campaign	Campaign driving sales of sports merchandise, ticketing, or gear via digital storefronts and social commerce.
DM99	Best Use of AI or Emerging Tech in Sports	Application of cutting-edge AI, IoT, or emerging tech to improve the sporting ecosystem or fan interactions.
DM100	Best Athlete / Sports Influencer Collaboration	Standout partnership between a brand and an athlete/influencer that produced measurable cross-channel success.

CODE	SUB-CATEGORY	DESCRIPTION
DIGITAL STRATEGY/CAMPAIGN AWARDS (SECTOR-SPECIFIC)		
SS01	Best Digital Strategy/Campaign by/for a Commercial Real Estate Enterprise	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. by/for a commercial real estate enterprise which created impact and produced significant results
SS02	Best Digital Strategy/Campaign by/for a Conglomerate	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. by/for a Conglomerate which created impact and produced significant results
SS03	Best Digital Strategy/Campaign by/for a Consulting/Business Solutions/Professional Services Enterprise	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. for a Consulting/Business Solutions/Professional Services enterprise which created impact and produced significant results
SS04	Best Digital Strategy/Campaign by/for a Financial Services/Banking Enterprise	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. by/for a Financial Services/Banking enterprise which created impact and produced significant results
SS05	Best Digital Strategy/Campaign by/for a Food and Beverages Enterprise	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. for a Food and Beverages enterprise which created impact and produced significant results
SS06	Best Digital Strategy/Campaign by/for a Healthcare Enterprise	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. by/for a Healthcare enterprise which created impact and produced significant results
SS07	Best Digital Strategy/Campaign by/for a Manufacturing Enterprise	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. by/for a Manufacturing enterprise which created impact and produced significant results
SS08	Best Digital Strategy/Campaign by/for a Media/Entertainment Enterprise	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. by/for a Media/Entertainment enterprise which created impact and produced significant results
SS09	Best Digital Strategy/Campaign by/for a Political leader/Organization/Movement	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. by/for a Political leader/organisation/movement which created an impact and produced significant results
SS10	Best Digital Strategy/Campaign by/for a Real Estate Enterprise	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. by/for a Real Estate enterprise which created an impact and produced significant results
SS11	Best Digital Strategy/Campaign by/for a Retail Enterprise	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. by/for a Retailing enterprise which created impact and produced significant results
SS12	Best Digital Strategy/Campaign by/for a Socio-economic Program/Activity/Scheme	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. for promoting/highlighting the salience and/or interaction of social and economic factors which created an impact and produced significant results
SS13	Best Digital Strategy/Campaign by/for a Sports Enterprise	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. by/for a Sports enterprise which created an impact and produced significant results
SS14	Best Digital Strategy/Campaign by/for a Tours and Travel Enterprise	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. for a Tours and Travel enterprise which created impact and produced significant results
SS15	Best Digital Strategy/Campaign by/for an Agricultural Enterprise	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. by/for an Agricultural enterprise which created impact and produced significant results
SS16	Best Digital Strategy/Campaign by/for an Automobile Enterprise	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. by/for an Automobile enterprise which created impact and produced significant results
SS17	Best Digital Strategy/Campaign by/for an eCommerce Enterprise	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. by/for an eCommerce enterprise which created impact and produced significant results
DIGITAL STRATEGY/CAMPAIGN AWARDS (SECTOR-SPECIFIC)		

CODE	SUB-CATEGORY	DESCRIPTION
SS18	Best Digital Strategy/Campaign by/for an Educational Enterprise	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. for an Educational enterprise which created impact and produced significant results
SS19	Best Digital Strategy/Campaign by/for an Electronics Enterprise	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. by/for an Electronics enterprise which created impact and produced significant results
SS20	Best Digital Strategy/Campaign by/for an FMCG/C&IP Enterprise	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. by/for an FMCG/CPG enterprise which created impact and produced significant results
SS21	Best Digital Strategy/Campaign by/for an Industrial Products/Commodities Enterprise	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. by/for an Industrial products/commodities enterprise which created impact and produced significant results
SS22	Best Digital Strategy/Campaign by/for an IT/ITES/IoT Enterprise	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. for an IT/ITES/IoT enterprise which created impact and produced significant results
SS23	Best Digital Strategy/Campaign for a Cause/NPO/NGO/CSR	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. for a Cause/NPO/NGO/CSR which created impact and produced significant results
SS24	Best Digital Strategy/Campaign for a Customer Service Enterprise	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. for a Customer Service Enterprise which created impact and produced significant results
SS25	Best Digital Strategy/Campaign for a Transportation & Logistics Enterprise	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. for a Transportation & Logistics Enterprise which created impact and produced significant results
SS26	Best Digital Strategy/Campaign for a Telecom Enterprise	Any digital strategy, plan, etc. implemented in the form of marketing/expansion/mergers and acquisitions/partnership, sales enhancement, new program development, etc. for a Telecom Enterprise which created impact and produced significant results
SS27	Best Digital Customer Service Initiative	Exceptional use of digital channels or platforms to provide efficient, responsive, and seamless customer service.
SS28	Best Omnichannel Customer Service Experience	Outstanding integrated customer service strategy delivered consistently across web, mobile, social, and messaging channels.
SS29	Best Conversational Customer Service Initiative	Best use of messaging apps, chat interfaces, or live chat to drive interactive and personalized customer support.
SS30	Best Customer Service Automation	Effective integration of automated workflows or AI self-service tools to resolve customer queries and improve operational efficiency.
SS31	Best Customer Feedback & Service Improvement Initiative	Superior use of digital feedback loops, surveys, and reviews to directly improve customer service processes and outcomes.
SS32	Best Customer Experience Transformation	Strategic digital overhaul of customer touchpoints that significantly elevated customer satisfaction and brand perception.
SS33	Best Digital Customer Journey Innovation	Creative and innovative redesign of a digital customer path that eliminated friction and improved end-to-end user engagement.
SS34	Best Personalised Customer Experience	Outstanding execution of tailored customer interactions and recommendations driven by dynamic content and user preferences.
SS35	Best Frictionless Customer Experience	Effortless digital user experience that streamlined onboarding, transactions, or account management with minimal effort.
SS36	Best Customer Experience Through Data & Insights	Successful leverage of user data, behavioral analytics, and insights to craft superior and predictive customer experiences.
SS37	Best Loyalty & Retention Experience	Innovative digital loyalty program or retention strategy that successfully boosted customer lifetime value and brand devotion.
SS38	Best Employee Advocacy Programme	Program that successfully empowered employees to become active brand ambassadors across digital and social platforms.
SS39	Best Internal Communications Innovation	Creative adoption of new digital formats, platforms, or strategies to improve organizational communication.
SS40	Best Digital Employee Engagement Initiative	Digital campaign or tool designed to boost employee morale, collaboration, culture, and participation within an enterprise.
SS41	Best Digital Workplace Communication Initiative	Effective use of modern workplace technologies and platforms to facilitate seamless communication in hybrid or remote environments.
SS42	Best Digital Activation of a Sports Sponsorship	Creative integration of digital technology to bring a sports sponsorship to life across digital platforms.
DIGITAL STRATEGY/CAMPAIGN AWARDS (SECTOR-SPECIFIC)		
SS43	Best Digital Fan Experience	Seamless, innovative digital experience (web, app, or venue-based) provided to elevate sports fans' enjoyment.

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SS44	Best Immersive Sports Fan Experience	Outstanding application of AR, VR, or 360-degree video to provide fans with immersive sports experiences.
SS45	Best Digital Transformation in Sports	Comprehensive adoption of digital systems by a sports organization to modernize operations and fan touchpoints.
SS46	Best Fan Engagement Strategy (Digital)	Multi-channel strategy leveraging digital tools to maintain sustained engagement with sports fans across a season.
SS47	Best Digital Marketing Campaign for a Sports Brand/Event	Digital campaign promoting a major sporting event, tournament, or brand that drove significant viewership or sales.

DIGITAL START-UP AWARDS		
DS01	Best Accelerator/Incubator Programme	A fixed-term, cohort-based, mentorship-driven program that helps and empowers entrepreneurs in the digital space to foster the growth of their innovative companies by providing tools, resources, connections, knowledge and expertise.
DS02	Best AI/Machine Learning Startup	Startup that has shown the greatest development over the last year based on growth, innovation and most efficient and powerful application of deep tech / artificial intelligence / big data to reinvent how businesses and societies develop solutions to previously unsolvable problems.
DS03	Best BioTech StartUp	Startup that has shown the greatest development over the last year based on growth, innovation and impact by developing digital solutions, methods and/ or products that target life sciences and agricultural development.
DS04	Best Blockchain StartUp	Startup that has shown the greatest development over the last year based on growth, innovation and impact with a product, service based on blockchain technology.
DS05	Best Sports Tech / SportsTech Startup	Innovative startup providing digital tech solutions for sports performance, fan management, or broadcasting.
DS06	Best Bootstrapped StartUp in Digital	Digital startup that has shown the greatest development over the last year based on growth, innovation and impact with the product/service with no funding. Own investments and grants are allowed.
DS07	Best Consumer Product/Manufacturing Startup	A Consumer Product/Manufacturing startup enterprise (both B2B and B2C) which has been successfully serving/servicing its customers/clients while creating significant value and impact, and has achieved a distinct position in the marketplace in a short span of time
DS08	Best Consumer Service Startup	A consumer Service startup enterprise which has been successfully serving/servicing its customers/clients while creating significant value and impact, and has achieved a distinct position in the marketplace in a short span of time
DS09	Best Digital Marketing StartUp	A start-up venture which effectively leveraged Digital Marketing techniques, tools, strategies and media to create significant value and impact for the advertisers in a short span of time since its incorporation.
DS10	Best Digital StartUp	This award shall acknowledge the entrepreneurial venture, enterprise or property in the Digital space which has attained immense success, popularity and acclaim for its utility and/or services rendered in a short span of Three years. The Start-up must have been registered and started its operations only on or after 01 April 2019
DS11	Best eCommerce Startup	An eCommerce startup enterprise (both B2B and B2C) which has been successfully serving/servicing its customers/clients while creating significant value and impact, and has achieved a distinct position in the marketplace in a short span of time
DS12	Best Financial Startup	Startup that has shown the greatest development over the last year based on growth, innovation and impact with a product/service/technology in the delivery and/or infrastructure of financial services.
DS13	Best FoodTech/AgriTech StartUp	A startup that has shown the greatest development over the last year based on growth, innovation, and impact with a product/service that uses digital technology to improve agriculture and food production, supply chain, distribution channels, and consumption.
DS14	Best IoT StartUp	Startup that has shown the greatest development over the last year based on growth, innovation and impact with a product embedded with IoT enabled electronics, software, sensors, and network connectivity enabling data collection and exchange.
DS15	Best MarTech StartUp	A startup enterprise that enables, facilitates and/or executes digital marketing campaigns by use/integration of advanced technologies and leading tools
DIGITAL START-UP AWARDS		
DS16	Best Media & Entertainment Startup	Startup that has shown the greatest development over the last decade based on growth, innovation and impact with a product/service/technology in the delivery and/or infrastructure of Media & Entertainment Services.

CODE	SUB-CATEGORY	DESCRIPTION
DS17	Best Payments Startup	A Payments startup enterprise which has been successfully serving/servicing its customers/clients while creating significant value and impact, and has achieved a distinct position in the marketplace in a short span of time
DS18	Best Professional Services/Consulting Startup	A Professional Services/Consulting startup enterprise which has been successfully serving/servicing its customers/clients while creating significant value and impact, and has achieved a distinct position in the marketplace in a short span of time
DS19	Best Social Impact StartUp in Digital	Startup that has shown the greatest development over the last year based on growth, innovation and impact by developing, and implementing Digital solutions for social, cultural, or environmental issues.
DS20	Best Technology Startup	A technology-based startup enterprise (both B2B and B2C) which has been successfully serving/servicing its customers/clients while creating significant value and impact, and has achieved a distinct position in the marketplace in a short span of time

WEBSITE AWARDS		
WA01	Best Activism Blog/Website	All websites/microsites/webpages/blogs/social media pages which act as thought-leadership and as platforms for exchange of ideas, activities, programs pertaining to issues of social, community and developmental importance
WA02	Best Art Blog/Website	All websites/microsites/webpages/blogs/social media pages which act as thought-leadership and as platforms for exchange of ideas, activities, programs pertaining to artistic and cultural importance
WA03	Best Automobile Blog/Website	All websites/microsites/webpages/blogs/social media pages which provide information and/or sale of Automobiles/Automobile related goods online.
WA04	Best Business Blog/Website	All websites/microsites/webpages/blogs/social media pages created by individuals, groups or companies for professional and business related topics.
WA05	Best Charitable Organizations/Non-Profit/Non Government Blog/Website	All websites/microsites/webpages/blogs/social media pages for charities and charitable organizations whose primary purpose is helping people or other worthy causes.
WA06	Best Consumer Electronics Blog/Website	All websites/microsites/webpages/blogs/social media pages which provide information and/or sale of Consumer Electronics online.
WA07	Best Coupons/Deals/Cashback Blog/Website	All websites/microsites/webpages/blogs/social media pages which in affiliation with other e-commerce/m-commerce/online marketplace businesses offer discounts, cashbacks, and/or other additional and exclusive deals for the end-customers on their online orders/purchases
WA08	Best eCommerce website by a Retail Brand Blog/Website	Any websites/microsites/webpages/blogs/social media pages by a Retail brand or company (except Travel companies/agencies) which offers the facility of online purchase of its products
WA09	Best eCommerce website in a Specialised Category Blog/Website	All websites/microsites/webpages/blogs/social media pages which offer the facility of online purchase of products exclusively from a particular category, industry, segment, or product line
WA10	Best Education Blog/Website	All websites/microsites/webpages/blogs/social media pages which provide educational courses, study materials, online certification, online training through webinars/webcasts, and/or information regarding educational courses, institutions, colleges, etc. and their affiliations, ranking and reviews
WA11	Best Employment/Job Portal/Professional Networking Blog/Website	All websites/microsites/webpages/blogs/social media pages which provide job listings/networking platform across different sectors, industries, and profiles to facilitate enterprises and individuals that are looking for business opportunities, candidates and/or jobs
WA12	Best Events Blog/Website	All websites/microsites/webpages/blogs/social media pages promoting specific events including concerts, fairs, festivals, sporting events, tours, or other events.
WA13	Best Fashion & Beauty Blog/Website	All websites/microsites/webpages/blogs/social media pages that feature personal style, clothing, design, and accessories. These include fashion and beauty editorial and style guide sites.
WEBSITE AWARDS		
WA14	Best Financial Service/Banking Website Blog/Website	All websites/microsites/webpages/blogs/social media pages which furnish financial services and/or information including mobile banking, online stock trading, financial planning, financial portfolio management, investment policies and/or their comparison, utility bills management, expense management, financial news, mortgage information, credit cards and/or investor relations and services
WA15	Best Food & Drink Blog/Website	All websites/microsites/webpages/blogs/social media pages that cover the culinary world, including food culture, restaurants, recipes, and products.

CODE	SUB-CATEGORY	DESCRIPTION
WA16	Best Gaming Blog/Website	All websites/microsites/webpages/blogs/social media pages featuring direct online gaming for individuals or multi-player. Includes games of any type including action, sports, fantasy, skill, or logic.
WA17	Best Healthcare/Fitness Blog/Website	All websites/microsites/webpages/blogs/social media pages that provide information on personal health and well-being. These include medical, alternative medicine, health and lifestyle, mental health, and fitness.
WA18	Best Media Streaming Blog/Website	All websites/microsites/webpages/blogs/social media pages that offer audio or video streaming services, such as television,sports, film, music, podcasts, news, and radio.
WA19	Best Movie & Film Blog/Website	All websites/microsites/webpages/blogs/social media pages dedicated to moving pictures in all forms. Includes movie listings, film reviews, theory and history, and fan sites and fan forums.
WA20	Best Multi Lingual Blog/Website	All websites/microsites/webpages/blogs/social media pages which provide service(s) and/or information exclusively in any of the languages scheduled under the Indian local languages by the Constitution of India and/or any language recognized as official national language of any country across the globe .
WA21	Best Music Blog/Website	All websites/microsites/webpages/blogs/social media pages devoted to discussing and/or promoting music and music culture. Includes band sites, music blogs, and review sites.
WA22	Best Navigation/Structure in a Blog/Website	All websites/microsites/webpages/blogs/social media pages that set an industry standard of excellence by offering the best-possible user experience through superior navigation and site structure. Only information architecture will be judged.
WA23	Best News Content Blog/Website	All websites/microsites/webpages/blogs/social media pages exclusively focused to the service of providing visitors with online news information, updates, discussions, debates, etc. in a seamless, exhaustive, and transparent way
WA24	Best Online Classified/Resale Marketplace/Online Booking Blog/Website	All websites/microsites/webpages/blogs/social media pages which act as hosts to other businesses and/or individuals for posting and advertising their products/used products, services and offerings, and provide the visitors with a holistic list of businesses, products, and service providers for a particular category or a range of categories. It also includes websites which allow online booking of services such as movies, restaurants, sports and events, etc.
WA25	Best Personal Blog/Website	All websites/microsites/webpages/blogs/social media pages created by individuals who share information and/or services to the visitors and are not ‘materially’ related to any business or enterprise. The views and opinions shared therein should be personal and not representative of any particular group, community, company, etc.
WA26	Best Real Estate Blog/Website	All websites/microsites/webpages/blogs/social media pages marketing or promoting the sale or rental of residential or commercial real estate, including real estate listings, brokers and brokerage services, real estate agents, and sites for developments, buildings or other real estate holdings.
WA27	Best Shopping Blog/Website	All websites/microsites/webpages/blogs/social media pages which allow users to purchase products, goods, or services in specialised or diversified categories through an inventory based model or through aggregation of merchants and/or service providers in a marketplace model with multiple payment options.
WA28	Best Social Media Website	A social media forum/portal/website/microsite which provides a platform for its users to connect, network, and share updates in multimedia content formats such as text, images, audio, video, etc. through a seamless and user friendly interface.
WA29	Best Travel Blog/Website	All websites/microsites/webpages/blogs/social media pages offering travel and/or stay services, arrangement facilities, and information. It includes websites by Airlines, Road and Water Transport companies, Hotels and Resorts, Online Travel Agencies, Online Travel Marketplaces with/without comparison features, Destination, and Travel Service reviewers/bloggers offering purchase of tickets, hotel room bookings, vehicles for rent, car-pooling, vacation packages, travel writings, and/or travel tools
WEBSITE AWARDS		
WA30	Best User Experience in a Blog/Website	All websites/microsites/webpages/blogs/social media pages that offer the best user experience through innovative design and useful functionality.
WA31	Best User Interface in a Blog/Website	All websites/microsites/webpages/blogs/social media pages that sets an industry standard of excellence for user interface design by creating a seamless experience for end-users.
WA32	Best Visual Design in a Blog/Website	Only visual design will be judged. Sites that set an industry standard of excellence by/ through visual design that is intended to be beautiful, emotional, and appeals to the senses.

CODE	SUB-CATEGORY	DESCRIPTION
MOBILE AWARDS		
MA01	Best Automobile App	All mobile apps which provide information and/or sale of Automobiles/Automobile related goods online.
MA02	Best Business App	All mobile apps that provide information, opportunities, tenders, procurement listings, news, job offers, etc. specific to the business/corporate domain
MA03	Best Consumer Electronics App	All mobile apps which provide information and/or sale of Consumer Electronics online.
MA04	Best Coupons/Deals/Cashback App	All mobile apps which in affiliation with other e-commerce/m-commerce/online marketplace businesses offer discounts, cashbacks, and/or other additional and exclusive deals for the end-customers on their online orders/purchases
MA05	Best eCommerce App by a Retail Brand	All mobile apps by a Retail brand or company (except Travel companies/agencies) which offers the facility of online purchase of its products
MA06	Best eCommerce App in a Specialised Category	All mobile apps which offer the facility of online purchase of products exclusively from a particular category, industry, segment, or product line
MA07	Best Education App	All mobile apps which provide educational courses, study materials, online certification, online training through webinars/webcasts, and/or information regarding educational courses, institutions, colleges, etc. and their affiliations, ranking and reviews
MA08	Best Employment/Job Portal/ Professional Networking App	All mobile apps which provide job listings/Networking Platform across different sectors, industries, and profiles to facilitate enterprises and individuals that are looking for business opportunities, candidates and/or jobs
MA09	Best in Effectiveness	Award honoring the digital campaign that demonstrated the highest measurable business impact, ROI, and performance metrics.
MA10	Best Mobile App for Commerce / Transactional Engagement	Mobile app providing an exceptional, frictionless transactional user experience for shopping or digital booking.
MA11	Best Use of Chatbots / AI within Apps	Superior implementation of AI assistants or conversational bots within a mobile app to enhance user support.
MA12	Best App for Social Impact / Purpose-Driven Engagement.	Mobile application built to address societal, environmental, or community issues while driving active user participation.
MA13	Best Events App	All mobile apps promoting specific events including concerts, fairs, festivals, sporting events, tours, or other events.
MA14	Best Fashion & Beauty App	All mobile apps that feature personal style, clothing, design, and accessories. These include fashion and beauty editorial and style guide sites.
MA15	Best Financial Services/Banking App	All mobile apps which furnish financial services and/or information including mobile banking, online stock trading, financial planning, financial portfolio management, investment policies and/or their comparison, utility bills management, expense management, financial news, mortgage information, credit cards and/or investor relations and services
MA16	Best Food & Drink App	All mobile apps that cover the culinary world, including food culture, restaurants, recipes, and products.
MA17	Best Gaming App	All mobile apps featuring direct online gaming for individuals or multi-player. Includes games of any type including action, sports, fantasy, skill, or logic.
MA18	Best Healthcare/Fitness App	All mobile apps that provide information on personal health and well-being. These include medical, alternative medicine, health and lifestyle, mental health, and fitness.
MA19	Best Media Streaming App	All mobile apps that offer audio or video streaming services, such as television, sports, film, music, podcasts, news, and radio.
MOBILE AWARDS		
MA20	Best Movie & Film App	All mobile apps dedicated to moving pictures in all forms. Includes movie listings, film reviews, theory and history, and fan sites and fan forums.
MA21	Best Multi-Lingual App	All mobile apps which provide service(s) and/or information exclusively in any of the languages scheduled under the Indian local languages by the Constitution of India and/or any language recognized as official national language of any country across the globe
MA22	Best Music App	All mobile apps devoted to discussing and/or promoting music and music culture. Includes band sites, music blogs, and review sites.
MA23	Best Navigation/Structure App	All mobile apps that set an industry standard of excellence by offering the best-possible user experience through superior navigation and site structure. Only information architecture will be judged.

CODE	SUB-CATEGORY	DESCRIPTION
MA24	Best News Content App	All mobile apps exclusively focused to the service of providing visitors with online news information, updates, discussions, debates, etc. in a seamless, exhaustive, and transparent way
MA25	Best Online Classified/Resale Marketplace/Online Booking App	All mobile apps which act as hosts to other businesses and/or individuals for posting and advertising their products/used products, services and offerings, and provide the visitors with a holistic list of businesses, products, and service providers for a particular category or a range of categories. It also includes websites which allow online booking of services such as movies, restaurants, sports and events, etc.
MA26	Best Online Shopping App	A mobile application which allows users to purchase products, goods, or services in specialised or diversified categories through an inventory based model or aggregation of merchants and/or service providers in a marketplace model with multiple payment options
MA27	Best Professional Services App	Mobile sites and apps developed for professional service firms including consultants of any type, accountants, and other business service providers.
MA28	Best Real Estate App	All mobile apps marketing or promoting the sale or rental of residential or commercial real estate, including real estate listings, brokers and brokerage services, real estate agents, and sites for developments, buildings or other real estate holdings.
MA29	Best Social Media Mobile App	A mobile application which provides a platform for its users to connect, network, and share updates in multimedia content formats such as text, images, audio, video, etc. through a seamless and user friendly interface.
MA30	Best Social Messenger Mobile App	A mobile application which provides a messaging platform for its users to connect and interact in multimedia content formats such as text, images, audio, video, etc. through a seamless and user friendly interface.
MA31	Best Travel App	All mobile apps offering travel and/or stay services, arrangement facilities, and information. It includes websites by Airlines, Road and Water Transport companies, Hotels and Resorts, Online Travel Agencies, Online Travel Marketplaces with/without comparison features, Destination, and Travel Service reviewers/bloggers offering purchase of tickets, hotel room bookings, vehicles for rent, car-pooling, vacation packages, travel writings, and/or travel tools
MA32	Best use of Mobile for social and economic development	Any mobile application/initiative that promoted/highlighted the salience and/or interaction of social and economic factors which created impact and produced significant results
MA33	Best User Experience in an App	All mobile apps that offer the best user experience through innovative design and useful functionality.
MA34	Best User Interface in an App	All mobile apps that sets an industry standard of excellence for user interface design by creating a seamless experience for end-users
MA35	Best Video On Demand App	All mobile apps that act as video content publishers and/or OTT platforms that provide video content to the users/subscribers on demand
MA36	Best Visual Design in an App	Only visual design will be judged. Apps that set an industry standard of excellence by/ through visual design that is intended to be beautiful, emotional, and appeals to the senses.
MA37	Most Innovative Mobile App	Any unique, innovative, and futuristic mobile app designed to creatively and systematically serve the users in an unexplored space/sector, and/or address the problems/issues which no other mobile application had resolved before the time of its production and listing

DIGITAL CONTENT AWARDS		
DC01	Best Branded Content	Short films, commercials and/or videos that premiered on the Internet and promoted brands, products or services for commercial purposes while delivering relevant content
DC02	Best Content in a Digital Display Marketing Campaign	All visibility marketing campaigns which made extensive use of digital banners, buttons, pop-ups, videos or any other form of web/mobile/social/direct/interactive digital media display to promote an idea, concept, product, service, offer, etc. and achieved significant results primarily due to a powerful, unique content at its core
DIGITAL CONTENT AWARDS		
DC03	Best Content in a Digital Marketing Campaign	Use of powerful, unique Content in a digital marketing campaign which was executed across multiple digital channels and platforms in a seamless, integrated and coherent manner
DC04	Best Content in a Gamification Marketing Campaign	The application of typical elements of game playing (e.g. point scoring, competition with others, rules of play) to other areas of activity, typically as an online marketing technique to encourage engagement with a product or service

CODE	SUB-CATEGORY	DESCRIPTION
DC05	Best Content in a Mobile Marketing Campaign	All original mobile advertising/marketing/promotion campaigns which were creatively executed through any mobile platform based program such as apps, messages (text or multimedia), social media on mobile, gadgets/gears, barcodes, QR codes, coupons etc. and achieved significant results primarily due to a powerful, unique content at its core
DC06	Best Sports Content Marketing Campaign	Exceptional non-live sports content strategy, including long-form stories, articles, and graphics, driving high reach.
DC07	Best Sports Video Content Campaign	High-impact sports video initiative, highlight reel, or short-form video series created for digital channels.
DC08	Best Sports Content & Media Campaign	Comprehensive digital sports coverage, documentary, or media partnership delivering exceptional viewer value.
DC09	Best Content in a Performance-driven Campaign	Any type of Digital Media Marketing campaign which led to great results for a business in terms of reach /visibility / clicks / views / shares / likes / registrations / affiliations / readership / sales / ROI, etc. primarily due to a powerful, unique content at its core
DC10	Best Content in a Search Marketing Campaign	All campaigns that promoted ideas, concepts, products, services, or offers by enhanced/promoted visibility in search results on search engines, social media platforms, app stores, marketplace websites or apps, online classifieds and/or affiliates and achieved significant results with respect to number of clicks, opens, visits, registrations and/or transactions primarily due to a powerful, unique content at its core
DC11	Best Content in a Social Media Marketing Campaign	All campaigns executed on any of the social media platforms which promoted ideas, concepts, products, services, or offers, and achieved significant success in terms of visibility, branding, buzz-creation, and/or ROI primarily due to a powerful, unique content at its core
DC12	Best Content in a Video Marketing Campaign	Any campaign which used video as a format to promote ideas, concepts, products, services, or offers, and achieved significant success in terms of reach and impact primarily due to a powerful, unique content at its core
DC13	Best Content in a Viral Marketing Campaign	All advertising/marketing campaigns which were executed in the form of text, graphics, video or any other interactive activity through the digital channels viz. web, mobile, social media, messengers, etc. and achieved significant success (attained extensive organic circulation and propagation by the end users) primarily due to a powerful, unique content at its core
DC14	Best Content in an Email Marketing Campaign	Any form of well-targeted and coordinated communication campaign (text, images, infographics, newsletters, video, etc.) that used email marketing as a tool for promotion of an idea, concept, product, service, or offer and achieved significant results primarily due to a powerful, unique content at its core
DC15	Best Content in an Influencer Driven Digital Marketing Campaign	Use of powerful, unique Content at the core of a influencer led digital marketing campaign which made use of a powerful, unique content to communicate with the target group to drive favourable results
DC16	Best Content In an Online Commercial	Any original web commercials which premiered online to advertise a product or service, adapted the traditional television format for the Internet and achieved significant success primarily due to a powerful, unique content at its core
DC17	Best Content in an Online PR Campaign	Use of powerful, unique Content at the core of a Public Relations (image management) campaign performed for a product, service, Enterprise, celebrity, etc. that created an impact and produced significant results
DIGITAL CONTENT AWARDS		
DC18	Best Branded Audio Content	High-quality original audio content—including sonic branding, audio guides, or soundscapes—produced for a brand.

DIGITAL FINANCIAL AWARDS		
DF01	Best Anti-Fraud/Cyber-security Solution of the Year	This award will recognise the best internal or external anti-fraud/cyber-security strategy implemented by an organisation to protect the customer from cards and payments fraud - CNP, identity theft, phishing and so on. The winning entry will demonstrate how anti-fraud technology and processes have helped protect the end user and comply with regulations. The judges will regard the application of technology to create business benefits as being of equal importance to the degree of protection and innovation present in the IT solution.
DF02	Best Digital Payment Facilitator	All merchant account providers, payment gateways, payment processors, and payment technology enablers which have furnished seamless and secure digital payments processes on online purchase of goods and services

CODE	SUB-CATEGORY	DESCRIPTION
DF03	Best Digital Services by a Banking Enterprise	Any Public-sector, Private-sector, or Co-operative or Payments Bank which has offered exemplary digital services to its customers viz. banking app, net-banking facility, online funds transfer, bill payment and recharge, etc. with state-of-the-art cybersecurity and redressal systems in place
DF04	Best Digital Wallet	All digital wallets developed to ease, facilitate, promote, and/or offer deals/discounts for monetary transactions online or through mobile apps
DF05	Best Financial Innovation	Any pre-emptive and ‘first-of-its-kind’ technology and service innovation by any of the entities such as banks, processors, card schemes, technology firms, etc. in the finance sector which has redefined the concept of FinTech and has impacted and/or promises to impact the ecosystem in a significant manner
DF06	Best FinTech Product	This award will go to a company which the judges feel have come up with the most innovative, impactful and utile FinTech Product in the past 12 months; one that has the potential to transform the way the financial and/or retail sectors operate, displacing an earlier technology.
DF07	Best Mobile Payment Product/Service/Mobile App	Any mobile payment product/service/mobile app that renders cashless offerings, provisions and packages for mobile ticketing, billing, banking, credit and payment services, financial inclusion, etc., and has been built with the objective of providing convenience and security to the users in terms of financial transactions is eligible for application in this sub- category
DF08	Best Money Transfer Programme	Any digital/mobile product that provides money transfer services to the users in a seamless, hassle-free manner, thereby providing exemplary user experience with high security and assurance
DF09	Best Online P-2-P Lending Product or Service	Any online financial platform which connects verified borrowers seeking unsecured personal loans with investors looking to earn higher returns on their investments. The most innovative, user friendly, secure, and convenient solution shall take away this award.
DF10	Best Online Payments Solution (Consumer)	Any digital/mobile product that provides payment services to the end consumer in a seamless, hassle-free manner, thereby providing exemplary user experience with high security and assurance
DF11	Best Online Payments Solution (Merchant)	Any digital/mobile product that provides payment services to the affiliate/empanelled merchants in a seamless, hassle-free manner, thereby providing exemplary user experience with high security and assurance
DF12	Best Payment Technology/Solution Provider	Any digital/mobile technology that enables and facilitates applications that provide payments services such as online payments, bill payments, bookings, etc. to the users in a seamless, hassle-free manner, thereby providing exemplary user experience with high security and assurance
DF13	Best POS Solution	Any unique POS solution that is helping a merchant to provide a fast, secure and convenient online experience to its customer as well as the tangible benefits to conduct online transactions is eligible to make an entry for this award.
DF14	Best Prepaid Card / Product	All prepaid card instruments for use by businesses as well as individuals such as prepaid payment cards, gift cards, meal coupons and cards, incentive cards, loyalty cards, travel cards and co-branded prepaid cards
DF15	Best Use of Blockchain Technology by/for a Financial Service Enterprise	Any Financial Services Enterprise which effectively leveraged the Blockchain technology for operational tasks such as fraud detection, KYC, Smart contracts, etc. or service-related offerings such as payments, trade platforms, etc.
DF16	Best Use of Digital Media/Platform in the Banking Category	Best, most innovative and effective or creative use of digital media – including video, audio, animations, motion graphics, website, app, etc. – created specifically to promote/facilitate user experience in the Banking Category.
DF17	Best Use of Digital Media/Platform in the Insurance Category	Best, most innovative and effective or creative use of digital media – including video, audio, animations, motion graphics, website, app, etc. – created specifically to promote/facilitate user experience in the Insurance Category.
DF18	Best Use of Digital Media/Platform in the Loans Category	Best, most innovative and effective or creative use of digital media – including video, audio, animations, motion graphics, website, app, etc. – created specifically to promote/facilitate user experience in the Loans Category.
DF19	Best Use of Digital Media/Platform in the Mutual Fund Category	Best, most innovative and effective or creative use of digital media – including video, audio, animations, motion graphics, website, app, etc. – created specifically to promote/facilitate user experience in the Mutual Funds Category.
DF20	Best Use of Digital Media/Platform in the Share Trading Category	Best, most innovative and effective or creative use of digital media – including video, audio, animations, motion graphics, website, app, etc. – created specifically to promote/facilitate user experience in the Share Trading Category.
DF21	Best Use of Robotic Process Automation (RPA) by/for a Financial Service Enterprise	Any Financial Service Enterprise which effectively leveraged Robotic Process Automation in its existing processes, data, systems, and the overall governance structure for operational excellence and/or exemplary customer service.
DF22	Best use of AI Innovation in FinTech	Celebrating AI-driven advancements reshaping financial or marketing technology ecosystems.

CODE	SUB-CATEGORY	DESCRIPTION
DIGITAL LEADERSHIP LEAGUE AWARDS		
DL01	Top 10 Digital Brands - Enterprises	Digital Brands/Companies that were established more than 5 years ago
DL02	Top 10 Digital Brands - Start-ups	Digital Brands/Companies that were established less than 5 years ago
DL03	Top 10 Digital Leaders - Veterans	Digital Professionals, Evangelists and/or Leaders with more than 10 years of work experience
DL04	Top 10 Digital Leaders - Young Achievers	Digital Professionals, Evangelists and/or Leaders with less than 10 years of work experience
DL05	Top 10 Digital Marketing Leaders - Veterans	Digital Marketers, Content Developers and/or Influencers with more than 10 years of work experience
DL06	Top 10 Digital Marketing Leaders -Young Achievers	Digital Marketers, Content Developers and/or Influencers with less than 10 years of work experience
DL07	Top 10 Digital Agencies - Network	A group of associated Digital Marketing and/or Consulting Agencies
DL08	Top 10 Digital Agencies - Independent	Digital Marketing and/or Consulting Agencies (not associated or affiliated with a group media house)

DIGITAL APEX AWARDS		
AP01	Best Digital Advertising Affiliate Network	Any agency or enterprise which has an aggregation or network of affiliates such as digital channels, platforms, fora, publishers, media partners, etc. for the purpose of promoting advertisers' content online
AP02	Best Digital Innovation	Display out of the box thinking in implementing the campaign. It could be a digital Solution for a change in the business ecosystem or specific industry and/or use of Technology in such a way that it broadens the dimensions of the Business through application/ website/ campaign/ product.
AP03	Best Digital Report	Any report which is based on a study, research, survey, thought-leadership, analysis, etc. and is represented in a digital format through use of infographics, audio-visual, animations, digital documents, etc. to share insights and information.
AP04	Digital Agency of the Year (CLOSED CATEGORY)	"This award shall honour the agency which supercedes the others in the Grand Score. The Grand Score of each agency shall be an aggregate of following: 1. The total number of entries made across all the categories of the DOD Awards 2019 (3 points per entry) 2. The number of entries qualifying to the Top-5 nominations and their cumulative bonus points (5 points per nominated entry) 3. The number of Awards won by the agency and their cumulative bonus points (10 points per winning entry)"
AP05	Digital Enterprise of the Year	This award shall acknowledge the agency/enterprise which has excelled in its business on the basis of the quantum of work done, magnitude and scale of production of digital properties/campaigns, and the number of clients served and/or projects executed since its inception. The award shall be given purely on the basis of the amount of quality work done in the digital sphere.
AP06	Digital Entrepreneur of the Year [Person]	This award shall acknowledge the individual who has been the major force in taking Multiple Start-up properties or enterprises to significant successes, popularity and acclaim in a span of Five years through his creativity, innovations, leadership and entrepreneural skills. All the startup properties must have been started/incorporated on or after 01 April 2011

DIGITAL APEX AWARDS		
AP07	Digital Influencer of the Year [Person]	A celebrity/public-figure/opinion-leader/influencer who has effectively used digital media to impactfully communicate and engage with the target group or the people at large
AP08	Digital Marketer of the Year [Person]	This award shall recognize the individual who has been the major force in making a product, service, idea or concept immensely successful, popular, and/or profitable through his creativity, innovations, and leadership in the marketing space
AP09	Digital Person of the year	This award shall acknowledge the individual who has been the major force in making a Digital property or enterprise immensely successful, popular, and/or profitable through his creativity, innovations, and leadership
AP10	Digital Publisher of the Year	Any agency or enterprise which has an aggregation of digital channels, platforms, fora, publishers, media partners, etc. for the purpose of promoting advertisers' content online
AP11	FinTech Leader of the Year [Person]	An individual who has been at the helm of the successful operation of a FinTech enterprise by virtue of his expertise, experience, ideas, strategy, innovations, creativity and/or business acumen

CODE	SUB-CATEGORY	DESCRIPTION
AP12	Online Engagement and Loyalty Scheme of the Year	This award will be presented to the online scheme that can be shown to have created an effective bond between customers and vendors using an implemented loyalty, gift or engagement scheme – whether in retail, financial services, gaming, entertainment or hospitality and leisure
AP13	AI-Enhanced Data Analytics & Insights Award	Recognizing excellence in extracting deep business insights through AI analytics.
AP14	AI-Driven Digital Transformation of the Year	Recognizing organizations using AI to revolutionize digital operations or strategy.
AP15	AI Product/Platform of the Year	For an AI-powered solution that has transformed digital marketing or operations.
AP16	Podcast Host of the Year	Honoring an individual podcast host who demonstrated exceptional interviewing skills, charisma, and listener connection.

UNDER 30		
UT01	Digital Marketing Professional	Individual contributor demonstrating exceptional skills and achievements in executing digital marketing strategies.
UT02	Performance Marketing Professional	Practitioner excelling in data-driven, measurable marketing initiatives that directly yield high conversion and ROI.
UT03	Social Media Marketing Professional	Specialist showcasing outstanding creative and strategic management of brand presence across social platforms.
UT04	Influencer Marketing Professional	Individual excelling in strategy, creator relationship management, and execution of influencer-led campaigns.
UT05	Content Marketing Professional	Professional crafting and distributing high-value, relevant content that builds target audience engagement.
UT06	Advertising & Creative Professional	Creative force behind groundbreaking digital ad concepts, visual communications, and campaign art direction.
UT07	Brand Marketing Professional	Marketer demonstrating excellence in building, positioning, and maintaining long-term brand health via digital channels.
UT08	Media & Digital Media Professional	Specialist demonstrating expertise in media planning, buying, and cross-channel digital media deployment.
UT09	Marketing Technology & AI Professional	Tech practitioner driving adoption and integration of MarTech tools and AI engines into marketing operations.
UT10	Data & Analytics Professional	Analytics expert translating complex data sets into actionable insights that optimize marketing performance.
UT11	Customer Experience Professional	Individual dedicated to designing, optimizing, and transforming digital end-user journeys and touchpoints.
UT12	Communications & PR Professional	PR specialist effectively managing digital reputation, brand messaging, and online corporate communications.
UT13	Creator Economy Professional	Specialist shaping strategies, partnerships, and monetization models within the creator and influencer ecosystem.
UT14	E-commerce & Digital Commerce Professional	Practitioner driving growth, conversions, and optimized customer journeys across digital commerce channels.
UT15	Growth & Innovation Professional	Marketer executing creative growth-hacking, rapid experimentation, and business scaling initiatives.
UT16	Agency Professional	Outstanding agency team member delivering top-tier strategic digital work and client satisfaction.
UT17	Digital Strategy Professional	Strategist crafting robust, long-term digital blueprints that align marketing objectives with business growth.
UT18	Marketing Communications Professional	Specialist ensuring cohesive, impact-driven messaging across all digital communication channels.
UNDER 30		
UT19	Digital Revenue Professional	Recognising professionals who have contributed significantly to revenue growth through digital platforms, products, services and business models.
UT20	Digital Monetisation Professional	Honouring professionals who have developed innovative approaches to monetising digital platforms, audiences, content, data and technology.
UT21	Digital Sales Professional	Recognising excellence in driving digital sales, customer acquisition, conversion and revenue through digital channels.
UT22	Digital Advertising Sales Professional	Recognising professionals who have contributed to digital advertising revenue through strategic sales, advertiser partnerships and innovative digital solutions.
UT23	Digital Revenue Growth Professional	Honouring professionals who have delivered measurable digital revenue growth through strategic initiatives, optimisation and market expansion.
UT24	Digital Commercial Strategy Professional	Recognising professionals who have developed commercial strategies that strengthen digital revenue, profitability and market position.
UT25	Digital Business Development Professional	Recognising professionals who have built new digital business opportunities, partnerships, clients and revenue streams.
UT26	Digital Revenue Innovation Professional	Celebrating innovative approaches to digital revenue generation, monetisation models, products and commercial solutions.

CODE	SUB-CATEGORY	DESCRIPTION
UT27	Digital Marketplace & Platform Monetisation Professional	Recognising professionals who have contributed to the successful monetisation of digital platforms, marketplaces, ecosystems and online audiences.
UT28	Digital New Revenue Streams Professional	Recognising professionals who have identified and developed new digital revenue streams through products, technology, content, data or partnerships.
UT29	Performance & Growth Revenue Professional	Honouring professionals who have connected digital performance, customer acquisition and growth strategies to measurable revenue outcomes.
UT30	Data-Driven Revenue Professional	Recognising professionals who have leveraged data, analytics and audience insights to optimise digital monetisation and revenue performance.
UNDER 40		
UF01	Digital Marketing Leader	Senior leader guiding team vision, digital transformation, and business growth through digital marketing excellence.
UF02	Performance Marketing Leader	Executive driving large-scale performance strategies, revenue growth, and high return on ad spend.
UF03	Social Media & Influencer Marketing Leader	Senior leader championing strategic social presence, community impact, and creator ecosystem growth.
UF04	Content & Storytelling Leader	Executive overseeing editorial strategy, compelling brand narratives, and multi-format content creation.
UF05	Advertising & Creative Leader	Creative director or executive inspiring agency or brand teams to produce award-winning campaign creative.
UF06	Brand Marketing Leader	Senior leader steering overall brand direction, equity, and market differentiation in the digital landscape.
UF07	Media & Digital Media Leader	Executive setting high-level media strategy, major platform partnerships, and large-scale media investments.
UF08	Marketing Technology & AI Leader	Visionary executive leading the strategic adoption of cutting-edge MarTech, AI, and digital infrastructure.
UF09	Data & Analytics Leader	Executive orchestrating data-driven cultures, advanced predictive modeling, and business intelligence systems.
UF10	Customer Experience Leader	Executive leading enterprise-wide customer experience strategies, satisfaction metrics, and journey designs.
UF11	Communications & PR Leader	Senior PR executive managing corporate reputation, crisis communications, and strategic media relations.
UF12	Creator Economy Leader	Executive shaping the strategic landscape, platform partnerships, and business models for content creators.
UF13	E-commerce & Digital Commerce Leader	Senior leader driving digital storefront strategy, marketplace expansion, and online revenue growth.
UF14	Growth & Innovation Leader	Executive pioneering transformative business models, disruptive growth strategies, and market expansion.
UF15	Digital Strategy Leader	High-level strategist setting the long-term vision and integration of digital initiatives across an organization.
UF16	Marketing Communications Leader	Senior communications executive ensuring unified, high-impact brand messaging across all touchpoints.
UF17	Agency Leader	Agency head or executive demonstrating outstanding business leadership, creative excellence, and agency growth.
UF18	Digital Transformation Leader	Visionary leader who successfully guided an enterprise through comprehensive operational and digital transformation.
UF19	Digital Revenue Leader	Recognising leaders who have driven significant revenue growth through digital platforms, products, services and business models.
UF20	Digital Monetisation Leader	Honouring professionals who have developed innovative strategies to monetise digital platforms, audiences, content, data and technology.
UF21	Digital Sales Leader	Recognising excellence in driving digital sales, customer acquisition, conversion and revenue through digital channels.
UF22	Digital Advertising Sales Leader	Recognising leaders who have successfully driven digital advertising revenue through strategic sales, advertiser partnerships and innovative digital solutions.
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UF23	Digital Revenue Growth Leader	Honouring professionals who have delivered measurable digital revenue growth through strategic initiatives, optimisation and market expansion.
UF24	Digital Commercial Strategy Leader	Recognising leaders who have developed commercial strategies that strengthened digital revenue, profitability and market position.
UF25	Digital Business Development Leader	Recognising professionals who have built new digital businesses, partnerships, clients and revenue opportunities.
UF26	Digital Revenue Innovation Leader	Celebrating innovative approaches to digital revenue generation, monetisation models, products and commercial solutions.
UF27	Digital Marketplace & Platform Monetisation Leader	Recognising leaders who have successfully monetised digital platforms, marketplaces, ecosystems and online audiences.
UF28	Digital New Revenue Streams Leader	Recognising professionals who have identified and developed new digital revenue streams through products, technology, content, data or partnerships.
UF29	Performance & Growth Revenue Leader	Honouring leaders who have connected digital performance, customer acquisition and growth strategies to measurable revenue outcomes.

CODE	SUB-CATEGORY	DESCRIPTION
UF30	Data-Driven Revenue Leader	Recognising professionals who have leveraged data, analytics and audience insights to optimise digital monetisation and revenue performance.