

EFF

S.NO	Entrant	Brand
1. A		
1	The Ogilvy Group	Roff
2	The Ogilvy Group Contributing Agency 1 : St+art India Foundation	Asian Paints SmartCare Damp Proof
2. Aut		
1	The Ogilvy Group	Cars24
3.		
1	McCann Worldgroup India	Hero Pleasure
2	McCann Worldgroup India	Hero Corporate
3	McCann Worldgroup India	Hero Destini
4	The Ogilvy Group	Hero Lectro
5	The Ogilvy Group Contributing Agency 1 : Interactive Avenue	Bajaj Dominar
1	McCann Worldgroup India	Nescafe
2	Wunderman Thompson India Contributing Agency 1 : Mindshare India Contributing Agency 2 : Edelman India	Pepsi
3	Wunderman Thompson India Contributing Agency 1 : Mindshare India Contributing Agency 2 : Edelman India	Pepsi
4	The Ogilvy Group	Brooke Bond Red Label
1	McCann Worldgroup India	Unacademy

2	MullenLowe Lintas Group	Unacademy
1	One97 Communications Limited Contributing Agency 1 : McCann Worldgroup India	Paytm
2	MullenLowe Lintas Group	Google Nest
3	Cheil India	Samsung Galaxy M
4	MullenLowe Lintas Group Contributing Agency 1 : Magnon Interactive Pvt. Ltd.	HP NeverStop Laser Printers
1	The Ogilvy Group	Titan Watches
1	McCann Worldgroup India	Mastercard India
2	Leo Burnett	PhonePe Private Limited
3	MullenLowe Lintas Group	Motilal Oswal
4	MullenLowe Lintas Group	Axis Bank
1	The Ogilvy Group Contributing Agency 1 : Wavemaker India Contributing Agency 2 : DeltaX	Cadbury Celebrations
2	The Ogilvy Group Contributing Agency 1 : Wavemaker India	Cadbury Dairy Milk
3	McCann Worldgroup India	Aashirvaad Atta with Multigrains
4	McCann Worldgroup India	Aashirvaad Atta
5	McCann Worldgroup India	Ceregrow
6	McCann Worldgroup India	Daawat
7	McCann Worldgroup India	Maggi
8	McCann Worldgroup India	Maggi
9	Enormous Brands LLP	Domino's
10	MullenLowe Lintas Group	Saffola Oils

11	DDB Mudra Group Contributing Agency 1 : MSL India	McDonald's
12	MullenLowe Lintas Group	Hershey's
13	MullenLowe Lintas Group	Kissan
14	MullenLowe Lintas Group	Knorr
15	The Ogilvy Group	Cadbury Dairy Milk Silk
12		
1	McCann Worldgroup India	BMGF
12		
1	The Womb Communication	Friends Dry Pants
2	The Womb Communication	Naselin
3	McCann Worldgroup India	Dettol
4	Zenith Media	Eno
5	The Ogilvy Group	Combiflam Plus
6	Havas Worldwide India Pvt. Ltd.	Durex
12		
1	Siriti	The Wishing Factory
15		
1	Famous Innovations Digital Creative Pvt. Ltd.	Haier
16.		
1	MullenLowe Lintas Group	Surf Excel
2	BBDO INDIA PVT LTD Contributing Agency 1 : Geometry Encompass	ARIEL
3	The Ogilvy Group	Nimwash
17. I		
1	Leo Burnett	ACKO GENERAL INSURANCE LIMITED
2	Leo Burnett	Canara HSBC OBC Life Insurance Company Limited
3	Leo Burnett	HDFC Life
4	McCann Worldgroup India	ManipalCigna Health Insurance
17. I		
1	Leo Burnett	Spotify
2	Leo Burnett	Spotify

3	DDB Mudra Group Contributing Agency 1 : Hotstar Creative Communications	Disney+ Hotstar
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1	The Ogilvy Group	Fevikwik
2	DDB Mudra Group	Bumble
3	The Ogilvy Group	Instagram
4	The Ogilvy Group	Fevicol
5	Leo Burnett	Shaadi.com

1	MullenLowe Lintas Group Contributing Agency 1 : MullenLowe Singapore	Lifebuoy
2	MullenLowe Lintas Group Contributing Agency 1 : MullenLowe Singapore	Lifebuoy
3	Leo Burnett Contributing Agency 1 : Pratham Education Foundation Contributing Agency 2 : Network 18	Whisper
4	Grey Worldwide India Private Limited	Gillette
5	The Ogilvy Group	Savlon
6	MullenLowe Lintas Group Contributing Agency 1 : MullenLowe Singapore	Lifebuoy
7	Leo Burnett Contributing Agency 1 : Pratham Education Foundation	Whisper
8	Leo Burnett	P&G Pampers
9	Havas Worldwide India Pvt. Ltd. Contributing Agency 1 : Convosight Analytics Pvt. Ltd.	Veet
10	MullenLowe Lintas Group	Glow & Lovely
11	McCann Worldgroup India	Wild Stone

21. Pr

1	MullenLowe Lintas Group Contributing Agency 1 : Zee Entertainment Enterprises Ltd. Contributing Agency 2 : Axis Bank Contributing Agency 3 : Bharti Airtel Contributing Agency 4 : RadioCity	Kaam Wapasi
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2	The Ogilvy Group	Asian Paints
1	MullenLowe Lintas Group	Swiggy
2	MullenLowe Lintas Group	Swiggy
3	McCann Worldgroup India	Flipkart
4	The Ogilvy Group	Amazon
5	McCann Worldgroup India	OLX

23. Serv

1	MullenLowe Lintas Group	Google Assistant
2	BBDO INDIA PVT LTD Contributing Agency 1 : MINDSHARE INDIA PVT LTD	WhatsApp India
3	Leo Burnett	Bharti Airtel Limited
4	TAPROOT DENTSU INDIA COMMUNICATION PRIVATE LIMITED Contributing Agency 1 : Leo Burnett	Airtel

1	McCann Worldgroup India	Happydent
2	Digitas India Contributing Agency 1 : Leo Burnett Contributing Agency 2 : Wavemaker India	Oreo India
3	Wunderman Thompson India Contributing Agency 1 : Mindshare India Contributing Agency 2 : VMLY&R India Contributing Agency 3 : Edelman India Private Limited	Kurkure
4	Wunderman Thompson India Contributing Agency 1 : Edelman India Private Limited Contributing Agency 2 : Mindshare India Contributing Agency 3 : AutumnGrey	LAY'S
5	The Ogilvy Group Contributing Agency 1 : Wavemaker India	Cadbury Perk

1	DDB Mudra Group Contributing Agency 1 : Hotstar Creative Communications	Disney+ Hotstar VIP
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1	OYO Hotels & Homes	OYO Hotels & Homes
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2	OYO Hotels & Homes	OYO Hotels & Homes
27. Co		
1	MullenLowe Lintas Group Contributing Agency 1 : MullenLowe Singapore	Lifebuoy
2	McCann Worldgroup India	Mastercard India
3	MullenLowe Lintas Group Contributing Agency 1 : MullenLowe Singapore	Lifebuoy
4	McCann Worldgroup India	Happydent
5	McCann Worldgroup India	Zomato
6	DDB Mudra Group Contributing Agency 1 : Interactive Avenues (J3) Contributing Agency 2 : Adfactors PR	Stayfree
7	OYO Hotels & Homes	OYO Hotels & Homes
8	McCann Worldgroup India	Nescafe
9	Grey Worldwide India Private Limited	Gillette
10	DDB Mudra Group	FBB
11	The Womb Communication	Mahindra Thar
12	McCann Worldgroup India	OLX
1	McCann Worldgroup India	Udaan
2	OYO Hotels & Homes	OYO Hotels & Homes
3	McCann Worldgroup India	Maggi
4	DDB Mudra Group	MilkoChill
5	DDB Mudra Group	Gulf Oil India
6	The Womb Communication	Friends Dry Pants
1	The Ogilvy Group Contributing Agency 1 : Wavemaker India Contributing Agency 2 : DeltaX	Cadbury Celebrations
2	DDB Mudra Group	Netflix Inc.
3	Mindshare India	Pepsi
4	DDB Mudra Group	Spotify India
5	DDB Mudra Group	Spotify India

6	Dentsu Webchutney	Thappad
7	Leo Burnett Contributing Agency 1 : Pratham Education Foundation Contributing Agency 2 : Network 18	Whisper
8	Leo Burnett Contributing Agency 1 : Pratham Education Foundation	Whisper
9	MullenLowe Lintas Group Contributing Agency 1 : ICARUS DESIGN PRIVATE LIMITED Contributing Agency 2 : WAVEMAKER, A UNIT OF GROUP M Contributing Agency 3 : TREE DESIGN PVT. LTD. Contributing Agency 4 : DENTSU IMPACT	Tata Tea PREMIUM
10	One97 Communications Limited Contributing Agency 1 : McCann Worldgroup India	Paytm

30.

1	The Ogilvy Group	Fevikwik
2	McCann Worldgroup India	BMGF
3	Zenith Media	Eno
4	Leo Burnett Contributing Agency 1 : Pratham Education Foundation	Whisper
5	McCann Worldgroup India	Hero Destini
6	McCann Worldgroup India	Dettol
7	MullenLowe Lintas Group Contributing Agency 1 : Zee Entertainment Enterprises Ltd. Contributing Agency 2 : Axis Bank Contributing Agency 3 : Bharti Airtel Contributing Agency 4 : RadioCity	Kaam Wapasi

1	McCann Worldgroup India	Maggi
2	McCann Worldgroup India	Aashirvaad Atta
3	MullenLowe Lintas Group	Tata Tea GOLD

4	MullenLowe Lintas Group Contributing Agency 1 : ICARUS DESIGN PRIVATE LIMITED Contributing Agency 2 : WAVEMAKER, A UNIT OF GROUP M Contributing Agency 3 : TREE DESIGN PVT. LTD.	Tata Tea Premium
5	The Ogilvy Group Contributing Agency 1 : Mindshare Fulcrum Contributing Agency 2 : SVF Entertainment Pvt. Ltd.	Sunlight (Unilever)
6	Leo Burnett	Bharti Airtel Limited
7	The Ogilvy Group	Fevikwik
8	Leo Burnett	Spotify
9	The Ogilvy Group	Fevicol

1	One97 Communications Limited Contributing Agency 1 : McCann Worldgroup India	Paytm
2	MullenLowe Lintas Group Contributing Agency 1 : Zee Entertainment Enterprises Ltd. Contributing Agency 2 : Axis Bank Contributing Agency 3 : Bharti Airtel Contributing Agency 4 : RadioCity	Kaam Wapasi
3	Leo Burnett	PhonePe Private Limited
4	McCann Worldgroup India	Dettol
5	Dentsu Webchutney	Vice Media
6	DDB Mudra Group	Bumble
7	McCann Worldgroup India	Miracle Mom
8	McCann Worldgroup India	Mastercard Team Cashless
9	Famous Innovations Digital Creative Pvt. Ltd.	Radio Zindagi
10	The Ogilvy Group Contributing Agency 1 : VMLY&R Commerce Encompass	Asian Paints

33. Experientia

1	The Ogilvy Group Contributing Agency 1 : Wavemaker India Contributing Agency 2 : DeltaX	Cadbury Celebrations
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2	McCann Worldgroup India	Nescafe
3	DDB Mudra Group Contributing Agency 1 : Avian WE Contributing Agency 2 : Madison World	McDonald's
4	McCann Worldgroup India	Aashirvaad Atta
5	Famous Innovations Digital Creative Pvt. Ltd.	Livpure
6	The Ogilvy Group Contributing Agency 1 : VMLY&R Commerce Encompass	Asian Paints
7	Wunderman Thompson India Contributing Agency 1 : Edelman India Private Limited Contributing Agency 2 : Mindshare India Contributing Agency 3 : AutumnGrey	LAY'S
8	McCann Worldgroup India Contributing Agency 1 : Grapes Digital Pvt. Ltd.	Alpenliebe Juzt-Jelly
9	The Ogilvy Group Contributing Agency 1 : Mindshare Fulcrum Contributing Agency 2 : SVF Entertainment Pvt. Ltd.	Sunlight (Unilever)
10	The Ogilvy Group	Cadbury Dairy Milk Silk

33. Experiential M

1	DDB Mudra Group	SPOTIFY INDIA
2	DDB Mudra Group Contributing Agency 1 : Wavemaker Contributing Agency 2 : This is Tommy Pte Ltd	Netflix Inc.
3	Dentsu Webchutney	Vice Media
4	Aditya Birla Capital Ltd.	Aditya Birla Capital
5	Leo Burnett	Canara HSBC OBC Life Insurance Company Limited
6	DDB Mudra Group	Netflix Inc.
7	McCann Worldgroup India	Flipkart
8	McCann Worldgroup India	Unacademy

9	DDB Mudra Group Contributing Agency 1 : Hotstar Creative Communications	Disney+ Hotstar VIP
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34A. Posi

1	Famous Innovations Digital Creative Pvt. Ltd.	Livpure
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34B. Positiv

35A. Pos

1	The Ogilvy Group Contributing Agency 1: Wavemaker India	Cadbury Dairy Milk
2	MullenLowe Lintas Group Contributing Agency 1 : Zee Entertainment Enterprises Ltd. Contributing Agency 2 : Axis Bank Contributing Agency 3 : Bharti Airtel Contributing Agency 4 : RadioCity	Kaam Wapasi
3	MullenLowe Lintas Group Contributing Agency 1 : MullenLowe Singapore	Lifebuoy
4	Famous Innovations Digital Creative Pvt. Ltd.	Radio Zindagi
5	The Womb Communication	Friends Dry Pants
6	DDB Mudra Group Contributing Agency 1 : Interactive Avenues (J3) Contributing Agency 2 : Adfactors PR	Stayfree
7	McCann Worldgroup India	Dettol
8	Wunderman Thompson India	The Telegraph
9	DDB Mudra Group Contributing Agency 1 : Avian WE Contributing Agency 2 : Madison World	McDonald's
10	Leo Burnett	HDFC Bank
11	McCann Worldgroup India	Zomato
12	BBDO INDIA PVT LTD Contributing Agency 1 : Geometry Encompass	ARIEL
13	Leo Burnett	Canara HSBC OBC Life Insurance Company Limited

14	McCann Worldgroup India	Harpic
15	Wunderman Thompson India	The Times Of India
16	Grey Worldwide India Private Limited	Gillette
17	MullenLowe Lintas Group Contributing Agency 1 : MullenLowe Singapore	Lifebuoy
18	DDB Mudra Group	FBB
19	Asatsu DK fortune Communications Pvt Ltd	Ghadi Detergent
20	The Ogilvy Group	Savlon
21	The Womb Communication	RIO Pads
22	The Ogilvy Group	Clinic Plus

35B. Posit

1	MullenLowe Lintas Group	India Police
2	McCann Worldgroup India	BMGF
3	MullenLowe Lintas Group Contributing Agency 1 : Jess Kohl and Phool Versha Foundation and NamMyoho Daan Team Contributing Agency 2 : PRETTYBIRD and Phool Versha Foundation and NamMyoho Daan Team	Phool Versha Foundation & NamMyoho Daan Foundation

1	The Womb Communication	RIO Pads
2	Famous Innovations Digital Creative Pvt. Ltd.	Burger King
3	Famous Innovations Digital Creative Pvt. Ltd.	Haier
4	McCann Worldgroup India	Hero Corporate
5	DDB Mudra Group	Bumble
6	McCann Worldgroup India	Maggi
7	TBWA India	JSW Paints
8	DDB Mudra Group Contributing Agency 1 : Wavemaker Contributing Agency 2 : This is Tommy Pte Ltd	Netflix Inc.
9	The Ogilvy Group	Amazon
10	The Womb Communication	Raj Super White

37A. Integri

1	Havas Worldwide India Pvt. Ltd.	Durex
2	MullenLowe Lintas Group Contributing Agency 1 : ICARUS DESIGN PRIVATE LIMITED Contributing Agency 2 : WAVEMAKER, A UNIT OF GROUP M Contributing Agency 3 : TREE DESIGN PVT. LTD. Contributing Agency 4 : DENTSU IMPACT	Tata Tea PREMIUM
3	The Ogilvy Group Contributing Agency 1 : Wavemaker India	Mondelez India - Cadbury 5Star
4	McCann Worldgroup India	Aashirvaad Atta with Multigrains
5	The Ogilvy Group Contributing Agency : Wavemaker India	Cadbury Bournvita
6	McCann Worldgroup India	Flipkart
7	MullenLowe Lintas Group	Google Nest
8	WYP Brand Solutions Pvt. Ltd.	Diageo (India) Pvt. Ltd.
9	The Womb Communication	Naselin
10	McCann Worldgroup India	Mastercard India
11	Wunderman Thompson India Contributing Agency 1 : Edelman India Private Limited Contributing Agency 2 : Mindshare India Contributing Agency 3 : AutumnGrey	LAY'S
12	MullenLowe Lintas Group Contributing Agency 1 : MullenLowe Singapore	Lifebuoy
13	The Ogilvy Group Contributing Agency 1 : Wavemaker India	Cadbury Celebrations

37B. Integrate

1	McCann Worldgroup India	Unacademy
2	MullenLowe Lintas Group	Google Assistant
3	Hotstar Creative Communication	Disney+ Hotstar
4	Leo Burnett	Bharti Airtel Limited
5	The Womb Communication	upGrad

6	DDB Mudra Group Contributing Agency 1 : Wavemaker Contributing Agency 2 : This is Tommy Pte Ltd	Netflix Inc.
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38A

1	MullenLowe Lintas Group	Surf Excel
2	DDB Mudra Group Contributing Agency 1 : Interactive Avenues (J3) Contributing Agency 2 : Adfactors PR	Stayfree
3	MullenLowe Lintas Group	Britannia Marie Gold
4	BBDO INDIA PVT LTD Contributing Agency 1 : Geometry Encompass Contributing Agency 2 : KINNECT Contributing Agency 3 : Ketchum Sampark Pvt Ltd	ARIEL
5	McCann Worldgroup India	Nescafe
6	One97 Communications Limited Contributing Agency 1 : McCann Worldgroup India	Paytm
7	The Ogilvy Group	Brooke Bond Red Label
8	McCann Worldgroup India	Dettol
9	DDB Mudra Group	Johnson's baby

38

1	DDB Mudra Group Contributing Agency 1 : Hotstar Creative Communications	Hotstar
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39. N

1	The Womb Communication	Mahindra Thar
2	DDB Mudra Group Contributing Agency 1 : Avian WE Contributing Agency 2 : Madison World	McDonald's
3	Havas Worldwide India Pvt. Ltd.	Durex
4	The Ogilvy Group	Savlon
5	McCann Worldgroup India Contributing Agency 1 : Foxymoron	Maybelline India
6	Cheil India	Samsung Galaxy M

7	The Ogilvy Group	Bisleri
8	The Ogilvy Group	Nimwash
9	Leo Burnett Contributing Agency 1 : Content Factory	Skechers

39. I

1	Dentsu Webchutney	Vice Media
2	McCann Worldgroup India	Unacademy
3	DDB Mudra Group	Meesho
4	McCann Worldgroup India	Udaan
5	The Ogilvy Group	Instagram
6	McCann Worldgroup India Contributing Agency 1 : MRM	Mastercard India
7	Havas Worldwide India Pvt. Ltd.	Lionsgate Play

1	McCann Worldgroup India	Dettol
2	Creativeland Asia Pvt. Ltd.	Godrej Expert Rich Crème
3	WYP Brand Solutions Pvt. Ltd.	Diageo (India) Pvt. Ltd.
4	Siriti	The Wishing Factory
5	Siriti	SNEHA
6	Wunderman Thompson India Contributing Agency 1 : Mindshare India	Instagram Business
7	The Ogilvy Group Contributing Agency 1 : Wavemaker India	Cadbury Perk
8	Mindshare	Pepsi
9	Wunderman Thompson India Contributing Agency 1 : Edelman India Private Limited Contributing Agency 2 : Mindshare India Contributing Agency 3 : VMLY&R India	LAY'S

1	OYO Hotels & Homes	OYO Hotels & Homes
2	DDB Mudra Group Contributing Agency 1 : Interactive Avenues (J3) Contributing Agency 2 : Adfactors PR	Stayfree
3	OYO Hotels & Homes	OYO Hotels & Homes

4	DDB Mudra Group Contributing Agency 1 : Hotstar Creative Communications	Disney+ Hotstar VIP
5	DDB Mudra Group	Netflix Inc.
6	Mindshare India	Blueair
7	Mindshare India	Boost
8	Leo Burnett Contributing Agency 1 : Digitas	Oreo

42.

1	MullenLowe Lintas Group	Axis Bank
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43. The Dis

1	MullenLowe Lintas Group Contributing Agency 1 : MullenLowe Singapore	Lifebuoy
2	The Ogilvy Group Contributing Agency 1 : WaveMaker India Contributing Agency 2 : DeltaX	Cadbury Celebrations
3	DDB Mudra Group Contributing Agency 1 : Interactive Avenues (J3) Contributing Agency 2 : Adfactors PR	Stayfree
4	The Womb Communication	RIO Pads
5	The Ogilvy Group	Fevikwik
6	MullenLowe Lintas Group Contributing Agency 1 : ICARUS DESIGN PRIVATE LIMITED Contributing Agency 2 : WAVEMAKER, A UNIT OF GROUP M Contributing Agency 3 : TREE DESIGN PVT. LTD. Contributing Agency 4 : DENTSU IMPACT	Tata Tea PREMIUM
7	McCann Worldgroup India	Aashirvaad Atta with Multigrains
8	The Ogilvy Group Contributing Agency 1 : Wavemaker India	Cadbury Dairy Milk

9	Wunderman Thompson India Contributing Agency 1 : Mindshare India Contributing Agency 2 : Edelman India	Pepsi
10	McCann Worldgroup India	Maggi
11	The Ogilvy Group Contributing Agency 1 : Wavemaker India	Mondelez India - Cadbury 5Star
12	Edelman India Contributing Agency 1 : Wunderman Thompson India	Lay's
13	MullenLowe Lintas Group	Google Nest
14	The Ogilvy Group Contributing Agency 1 : Mindshare Fulcrum Contributing Agency 2 : SVF Entertainment Pvt. Ltd.	Sunlight (Unilever)

43. The Disrup

1	DDB Mudra Group Contributing Agency 1 : Avian WE Contributing Agency 2 : Madison World	McDonald's
2	One97 Communications Limited Contributing Agency 1 : McCann Worldgroup India	Paytm
3	Leo Burnett	PhonePe Private Limited
4	TAPROOT DENTSU INDIA COMMUNICATION PRIVATE LIMITED	Facebook
5	OYO Hotels & Homes	OYO Hotels & Homes
6	DDB Mudra Group	Meesho
7	DDB Mudra Group	Spotify India
8	Dentsu Webchutney	Thappad
9	DDB Mudra Group	Bumble
10	Siriti	SNEHA
11	Wunderman Thompson, India Lead Agency 1 : Contract Advertising (India) Private Ltd.	Shoppers Stop
12	Contract Advertising (India) Private Ltd. Contributing Agency 1 : Wunderman Thompson, India	The Hongkong and Shanghai Banking Corporation Limited, India
13	The Womb Communication	upGrad
14	DDB Mudra Group	Netflix Inc.

15	MullenLowe Lintas Group	Google Pay
16	Famous Innovations Digital Creative Pvt. Ltd.	Monster.com
4.		
1	Wieden+Kennedy	IndiGo
2	The Womb Communication	Mahindra Thar
3	McCann Worldgroup India	Wild Stone
4	Leo Burnett	Jeep India
5	WATConsult	Tata Starbucks
6	McCann Worldgroup India	Daawat
7	DDB Mudra Group	McDonald's India
8	Mindshare India	Blueair
4		
1	MullenLowe Lintas Group	India Police
2	Siriti	SNEHA
3	DDB Mudra Group	Spotify India
4	DDB Mudra Group	Bumble

GRAND EFFIE

1	The Ogilvy Group Contributing Agency 1 : Wavemaker India	Cadbury Dairy Milk
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EFFIE INDIA CLIENT OF THE YEAR

Hindustan Unilever Limited

EFFIE INDIA AGENCY OF THE YEAR

McCann Worldgroup India

IE 2021 :: RESULTS

Campaign Title	Client
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Agricultural, Industrial & Building

Prevent Your Dream Home from Becoming Your Nightmare	Pidilite Industries Limited
Chemical nahi, Damp Proof Sahi	Asian Paints Ltd.

Automotive - Aftermarket (NON-OEM)

Duniya Boli Lagayegi	Cars24 Services Private Limited
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Automotive - Vehicles (OEM)

Women's Liberation - The 2019 edition	Hero MotoCorp Limited
Reminding Hero that it's a Hero	Hero MotoCorp Limited
An upgrade that middle class dads can't refuse	Hero MotoCorp Limited
Move at your will	Hero Lectro (A division of Hero Cycles Ltd)
How Dominar Got Young Motorcyclists HIGH on Touring	Bajaj Auto Limited

4. Beauty

NO METAL AWARDED

5. Beverages Non-Alcohol

Creating India's coffee generation	NESTLÉ INDIA LIMITED
How India home-delivered food to lockdown-affected unemployed restaurant workers.	PepsiCo India Holdings Pvt. Ltd.
Why India celebrated singles on Valentine's Day.	PepsiCo India Holdings Pvt. Ltd.
When Tea Transcends Prejudice	Hindustan Unilever Limited

6. Brown Goods & Services

NO ENTRIES RECEIVED

7. Education

How Unacademy gave the disadvantaged, an advantage	Sorting Hat Technologies Pvt. Ltd.
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Making the IPL the most fun classroom!	Sorting Hat Technologies Pvt. Ltd.
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8. Electronics

Paytm Soundbox: The Sound Of Reassurance	One97 Communications Limited
All of Google, For All of You	Google Asia Pacific Pte. Ltd.
Galaxy M Series: The Monster Rises	Samsung India Electronics Pvt. Ltd.
HP NeverStop won't stop, even for a pandemic	HP India Sales Pvt. Ltd.

9. Fashion

Why do we still gift wrist watches?	Titan Company Limited
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10. Finance

The aadhar for payment	Mastercard India
Convincing the Argumentative Indian to adopt UPI through PhonePe	PhonePe Private Limited
Poor Quality Hurts	Motilal Oswal Asset Management Company Ltd.
Future Key for Axis Bank: An Open Heart	Axis Bank Limited

11. Food

Not Just A Cadbury Ad	Mondelez India Pvt. Ltd.
Melting Power Distance	Mondelez India Pvt. Ltd.
Helping Multigrain find a smooth passage into homes	ITC Ltd.
Helping atta win hearts in India's rice heartland	ITC Ltd.
How Not To Fear Lockdown for Indian parents	NESTLÉ INDIA LIMITED
Making people think of Daawat without a daawat	LT Foods Ltd.
How cooking made Maggi more than a Maggi	NESTLÉ INDIA LIMITED
How MeM earned an entry to Indian kitchens	NESTLÉ INDIA LIMITED
DON'T JUST ORDER A SAFE PIZZA, REWARD YOURSELF WITH A DOMINO'S PIZZA	Jubilant Food Works Private Limited
SaffolaLife - Heart Healthy India	Saffola Oils

Bring McGrill Back	Connaught Plaza Restaurants Pvt. Ltd.
Dip the moment in Hershey's	Hershey India Private Limited
Kissan - A fable of farmer goodness	Hindustan Unilever Limited
How a bland soup got a gossipy make-over	Hindustan Unilever Limited
Love in the times of Covid	Mondelez India Pvt. Ltd.

12. Government & Institutional

Protecting Family Planning from the Family	Bill & Melinda Gates Foundation
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13. Healthcare Products

It's okay to pee in your pants	Nobel Hygiene Private Limited
Prajapati, The Sleeping Night-Watchman	Cipla Health Pvt. Ltd.
When new moms gave Dettol a new life	Reckitt Benckiser India Pvt. Ltd.
Eno Antakshari & Food Festival	GlaxoSmithKline Asia Private Ltd.
An Ad for Every Headache	Sanofi India Limited
Durex Invisible, 4 weeks to No. 1 Bestseller	Reckitt Benckiser India Pvt. Ltd.

14. Healthcare Services

#UltraHokeThalassemiaRoke	The Wishing Factory
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15. Home Furnishings Furniture

Silent Performers	Haier Appliances (India) Private Limited
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Household Supplies & Services

Restoring Childhood in the Time of Covid	Hindustan Unilever Limited
Ariel #ShareTheLoad for Equal Sleep	Procter and Gamble Home Products Private Limited
The first step to a great recipe	ITC Limited

Insurance and Related Products

Giving an age-old category a reality check	ACKO GENERAL INSURANCE LIMITED
Promise Batao - Making India talk about Insurance	Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited
Celebrating Failure	HDFC Life Insurance Company Limited
Health Insurance for the Healthy	ManipalCigna Health Insurance

18. Media & Entertainment

Playlist Sunte Ja	Spotify India LLP
A Self Dissing Ad	Spotify India LLP

Meaningless data finds meaningful entertainment	Novi Digital Entertainment Pvt. Ltd.
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19. Other Products

Fix it or forfeit it – Phenko Nahi Jodo	Pidilite Industries Limited
Breaking records by breaking the rules	Bumble Holdings Limited
Reeling them in with Reels	Instagram
Yakshagana	Pidilite Industries Limited
Weddings From Home	Shaadi.com

20. Personal Care

Use any soap	Hindustan Unilever Ltd. India
H is for Handwashing	Hindustan Unilever Ltd. India
Keep Girls In School	P&G Hygiene and Health Care Ltd.
Barber Suraksha Programme	Procter & Gamble
Building a Hygiene Superbrand by integrated product launches and communications	ITC Limited
Covid-19 Crisis, not Opportunity	Hindustan Unilever Ltd. India
Mobilesaala	P&G Hygiene and Health Care Ltd.
Pampers Lullaby to wake up mothers	P&G Pampers
Replacing the neighbourhood Salon with Veet Salon	Reckitt Benckiser India Pvt. Ltd.
Staking our name to make her name	Hindustan Unilever Limited
A deo that made social distancing desirable	Mcroe Consumer Products Pvt. Ltd.

Professional services and solutions

GETTING MIGRANT LABOUR ON ITS FEET	MullenLowe Lintas Group
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Saving the paint with Safe Painting	Asian Paints Ltd.
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22. Retail

The 'Swiggy-home food' alliance	Bundl Technologies Private Limited
Making an old norm the new normal	Bundl Technologies Private Limited
How India's underdogs won Flipkart the festive battle	Flipkart Internet Private Limited
Making Small, Powerful	Amazon
Olx Secondhand: The Origins	OLX INDIA BV

ices - Telecom and related products

Knowledge Has No Language	Google Asia Pacific Pte. Ltd.
WhatsApp - It's Between You	Facebook India
Your Questions Make Us Better	Bharti Airtel Limited
Gaining trust and admiration in India's most hated category	Bharti Airtel Limited

24. Snacks & Desserts

When shining a new light won over GenZ	Perfetti Van Melle India Pvt. Ltd.
Oreo ReciPic	Mondelez India Foods Private Limited
Mystery Masala Ki Chatpati Khoj (The Hunt for the Mystery Masala)	PepsiCo India Holdings Pvt. Ltd.
Getting India to Smile with Lay's	Pepsico India Holdings Pvt. Ltd
Perk Missing Friends	Mondelez India Foods Pvt. Ltd.

25. Sporting events

Preventing super saviour from becoming super spreader	Novi Digital Entertainment Pvt. Ltd.
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26. Travel & Tourism

Sanitised Before Your Eyes	OYO Hotels & Homes
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Come to OYO	OYO Hotels & Homes
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Corporate Advertising / Reputation

Use any soap	Hindustan Unilever Ltd. India
Bharat ka card	Mastercard India
H is for Handwashing	Hindustan Unilever Ltd. India
When shining a new light won over GenZ	Perfetti Van Melle India Pvt. Ltd.
Taking on the final frontier of women's liberation	Zomato Media Private Limited
BRINGING MEN INTO MENSTRUATION	Johnson & Johnson Private Limited
Making online a safe space for women	OYO Hotels & Homes
Making the 'work beverage' the 'work-from-home beverage'	NESTLÉ INDIA LIMITED
Barber Suraksha Programme	Procter & Gamble
Reimagining Holi – For Women, On Women's Day	Future Retail Limited
Making Mahindra Desirable, One Thar At A Time	Mahindra & Mahindra
Olx Secondhand: The Origins	OLX INDIA BV

28. B2B

How an app became the small retailer's wingman	Hiveloop Technologies Private Limited
Discover OYO	OYO Hotels & Homes
When Maggi created Mompreneurs	NESTLÉ INDIA LIMITED
Monsters of Milk	Prompt Equipments Pvt. Ltd.
Teaching like they learn	Gulf Oil Lubricants India
It's okay to pee in your pants	Nobel Hygiene Private Limited

29. Interactive Marketing

Not Just A Cadbury Ad	Mondelez India Pvt. Ltd.
WHEN NETFLIX REINVENTED DIWALI – ADS, NOT THE FESTIVAL	Netflix Inc.
Salaam Namaste	PepsiCo India
Turning an internet joke into millions in PR	Spotify India
There's a playlist for every emoji	Spotify India

The World's Most Reported Trailer	Trigger-Happy Entertainment Pvt. Ltd.
Keep Girls In School	P&G Hygiene and Health Care Ltd.
Mobilesaala	P&G Hygiene and Health Care Ltd.
FROM THE CUPS OF INDIA TO THE CULTURES OF INDIA	TATA Consumer Products Limited
Paytm Soundbox: The Sound Of Reassurance	One97 Communications Limited

Small Town & Rural Marketing

Fix it or forfeit it – Phenko Nahi Jodo	Pidilite Industries Limited
Protecting Family Planning from the Family	Bill & Melinda Gates Foundation
Eno Project Rural	GlaxoSmithKline Asia Private Ltd.
Mobilesaala	P&G Hygiene and Health Care Ltd.
An upgrade that small town dads can't refuse	Hero MotoCorp Limited
Using virality to fight the virus	Reckitt Benckiser India Pvt. Ltd.
GETTING MIGRANT LABOUR ON ITS FEET	MullenLowe Lintas Group

31. Regional

How MeM earned an entry to Indian kitchens	NESTLÉ INDIA LIMITED
Helping atta win hearts in India's rice heartland	ITC Ltd.
THE PERFECT TEA FOR THE PERFECTIONIST BENGALIS	TATA Consumer Products Limited

CULTURE-LED BRAND PLAY WINS OVER HEARTS & TEACUPS IN UTTAR PRADESH	TATA Consumer Products Limited
Live Life in COlour	Hindustan Unilever Limited
Your Questions Make Us Better	Bharti Airtel Limited
Fix it or forfeit it – Phenko Nahi Jodo	Pidilite Industries Limited
Spotify Playlists – International brand goes Regional	Spotify India LLP
Yakshagana	Pidilite Industries Limited

32. Direct Marketing

Paytm Soundbox: The Sound Of Reassurance	One97 Communications Limited
GETTING MIGRANT LABOUR ON ITS FEET	MullenLowe Lintas Group
Convincing the Argumentative Indian to adopt UPI through PhonePe	PhonePe Private limited
Using virality to fight the virus	Reckitt Benckiser India Pvt Ltd
The 8-Bit Journo	Juventud Digital Media Pvt. Ltd.
Changing the Gods of a religion	Bumble Holdings Limited
Rethinking Motherhood through the Language of Data	Reckitt India Pvt Ltd
How Mastercard won over the Small Shopkeepers of Bharat	Mastercard India Pvt. Ltd.
Applegram	Radio Zindagi
Game of Gold	Asian Paints Ltd.

33. Digital Marketing / Brand Experience : Product

Not Just A Cadbury Ad	Mondelez India Pvt. Ltd.
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Creating India's coffee generation	NESTLÉ INDIA LIMITED
The One Hand Burger	McDonald's, Hardcastle Restaurants Pvt. Ltd.
Helping atta win hearts in India's rice heartland	ITC Ltd.
Cutting Pani	Livpure Pvt. Ltd.
Game of Gold	Asian Paints Ltd.
Getting India to Smile with Lay's	Pepsico India Holdings Pvt. Ltd
How we elevated a candy to a dessert experience	Perfetti Van Melle India Pvt. Ltd.
Live Life in Colour	Hindustan Unilever Limited
Love in the times of Covid	Mondelez India Pvt. Ltd.

Marketing / Brand Experience : Non-Product

There's a playlist for every emoji	Spotify India
A PLAN SO UNMISSABLE THAT IT CANCELLED ALL PLANS	Netflix Inc.
The 8-Bit Journo	Juventud Digital Media Pvt. Ltd.
Look Into The Future	Aditya Birla Capital Ltd.
Promise Batao - Making India talk about Insurance	Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited
A story of love, break-ups and Netflix as the third-wheel	Netflix Inc.
How India's underdogs won Flipkart the festive battle	Flipkart Internet Private Limited
How Unacademy gave the disadvantaged, an advantage	Sorting Hat Technologies Pvt. Ltd.

Preventing super saviour from becoming super spreader	Novi Digital Entertainment Pvt. Ltd.
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Positive Change - Environmental : Brands

Cutting Pani	Livpure Pvt. Ltd.
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Positive Change - Environmental : Non-Profit

NO ENTRIES RECEIVED

Positive Change - Social Good : Brands

Melting Power Distance	Mondelez India Pvt. Ltd.
GETTING MIGRANT LABOUR ON ITS FEET	MullenLowe Lintas Group
Use any soap	Hindustan Unilever Ltd. India
Applegram	Radio Zindagi
It's okay to pee in your pants	Nobel Hygiene Private Limited
BRINGING MEN INTO MENSTRUATION	Johnson & Johnson Private Limited
Using virality to fight the virus	Reckitt Benckiser India Pvt Ltd
Changing the prayer and praying for change	ABP Pvt. Ltd.
One Bite Closer to Equality	McDonald's, Hardcastle Restaurants Pvt. Ltd.
Mooh Bandh Rakho	HDFC Bank
Taking on the final frontier of women's liberation	Zomato Media Private Limited
Ariel #ShareTheLoad for Equal Sleep	Procter and Gamble Home Products Private Limited
Promise Batao - Making India talk about Insurance	Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited

Harpic Mission Paani - Reimagining the role of water.	Reckitt Benckiser India Pvt. Ltd.
MASK INDIA	Bennett Coleman & Co. Ltd.
Barber Suraksha Programme	Procter & Gamble
Covid-19 Crisis, not Opportunity	Hindustan Unilever Ltd. India
Reimagining Holi – For Women, On Women’s Day	Future Retail Limited
Ghadi Detergent If I can mask up, so can you!	RSPL Limited
No Hand Unwashed – getting a role model to get people to keep washing their hands	ITC Limited
India! Periods are Red, not Blue!	Nobel Hygiene Private Limited
Tum Strong Ho	Hindustan Unilever Limited

ive Change - Social Good : Non-Profit

Policing the Virus	Mogae Media Private Limited
Protecting Family Planning from the Family	Bill & Melinda Gates Foundation
COUNT US IN	Phool Versha & Nammyoho Daan

36. David v/s Goliath

India! Periods are Red, not Blue!	Nobel Hygiene Private Limited
Lonely No More	Burger King India Private Limited
Silent Performers	Haier Appliances (India) Private Limited
Reminding Hero that it’s a Hero	Hero MotoCorp Limited
First moves	Bumble Holdings Limited
How MeM earned an entry to Indian kitchens	NESTLÉ INDIA LIMITED
Har rang har kisi ka	JSW Paints
A PLAN SO UNMISSABLE THAT IT CANCELLED ALL PLANS	Netflix Inc.
Kuch Zaroori, Kuch Hum Sabki Zimmedaari	Amazon
Wash. Don't get washed off!	Raj Industries Pvt. Ltd.

rated Advertising Campaign : Products

Durex Invisible, 4 weeks to No. 1 Bestseller	Reckitt Benckiser India Pvt. Ltd.
FROM THE CUPS OF INDIA TO THE CULTURES OF INDIA	Tata Consumer Products Limited
Cadbury 5-Star Bounces Back By Doing Nothing	Mondelez India Foods Private Limited (Formerly Cadbury India Ltd.)
Helping Multigrain find a smooth passage into homes	ITC Ltd.
WINNING OVER HORLICKS' FASTEST TALLEST SHARPEST STRONGEST COVID CLAIM	Mondelez India Foods Private Limited
How India's underdogs won Flipkart the festive battle	Flipkart Internet Private Limited
All of Google, For All of You	Google Asia Pacific Pte. Ltd.
THE STRIDING MAN STRIDING ACROSS MEDIUMS	Diageo India Pvt. Ltd.
Prajapati, The Sleeping Night-Watchman	Cipla Health Pvt. Ltd.
The aadhar for payment	Mastercard India
Getting India to Smile with Lay's	Pepsico India Holdings Pvt. Ltd.
Covid-19 Crisis, not Opportunity	Hindustan Unilever Ltd. India
Making Gifting Matter in Tough Times	Mondelez India Pvt. Ltd.

ed Advertising Campaign : Non - Products

How Unacademy gave the disadvantaged, an advantage	Sorting Hat Technologies Pvt. Ltd.
Knowledge Has No Language	Google Asia Pacific Pte. Ltd.
Aarya	Disney+ Hotstar
Your Questions Make Us Better	Bharti Airtel Limited
To get ahead, don't lick ass, kick ass.	upGrad Education Private Limited

A PLAN SO UNMISSABLE THAT IT CANCELLED ALL PLANS	Netflix Inc.
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A. Sustained Success : Products

Giving fight against dirt a karmic perspective	Hindustan Unilever Limited
It's just a Period when EVERYONE says period	Johnson & Johnson Private Limited
SUSTAINING A CAMPAIGN FOR EMPOWERING HOMEMAKERS	Britannia Industries Limited
Ariel #ShareTheLoad	Procter and Gamble Home Products Private Limited
Creating India's coffee generation	NESTLÉ INDIA LIMITED
How a brand became a verb	One97 Communications Limited
Red Label - Taste of Togetherness	Hindustan Unilever Limited
When new moms gave Dettol a new life	Reckitt Benckiser India Pvt. Ltd.
A Case Of Regained Trust	Johnson and Johnson India Private Limited

B. Sustained Success : Services

From Solo to Super Social: How mobile became cricket's favourite screen	Novi Digital Entertainment Pvt. Ltd.
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New Product or Service : Product

An Auction That Increased Price Perception	Mahindra & Mahindra
The Next Best Thing To Redesigning Burgers	McDonald's, Hardcastle Restaurants Pvt. Ltd.
Durex Invisible, 4 weeks to No. 1 Bestseller	Reckitt Benckiser India Pvt. Ltd.
Seeding new Surface Hygiene habits in a pandemic through humour	ITC Limited
The foundation of fairness	L'Oréal India
Galaxy M Series: The Monster Rises	Samsung India Electronics Pvt. Ltd.

Don't Worry, It's Bisleri	Bisleri International Private Limited
The first step to a great recipe	ITC Limited
India Go Like Never Before	Skechers South Asia Private Limited

New Product or Service : Service

The 8-Bit Journo	Juventud Digital Media Pvt. Ltd.
How Unacademy gave the disadvantaged, an advantage	Sorting Hat Technologies Pvt. Ltd.
Call Me By Your Name	Fashnear Technologies Private Limited
How an app became the small retailer's wingman	Hiveloop Technologies Private Limited
Reeling them in with Reels	Instagram
Mastercard's POS-abilities	Mastercard India
Watch More, Browse Less	Lionsgate Play

40. Influencer Marketing

Using virality to fight the virus	Reckitt Benckiser India Pvt. Ltd.
#ColourLikeKaran	Godrej Consumer Products Limited
BRINGING OUT THE STRIDING MAN IN EVERYONE	Diageo India Pvt. Ltd.
#UltraHokeThalassemiaRoke	The Wishing Factory
#LockdownMeinLockup	SNEHA MUMBAI
Making marketers experience the love their brands deserve	Facebook India Online Services Pvt. Ltd.
Perk Missing Friends	Mondelez India Foods Pvt. Ltd.
Salaam Namaste	PepsiCo India
Lay's Heartwork – an ode to unsung heroes	Pepsico India Holdings Pvt. Ltd

41. Use Of Data

Making online a safe space for women	OYO Hotels & Homes
BRINGING MEN INTO MENSTRUATION	Johnson & Johnson Private Limited
Sanitised Before Your Eyes	OYO Hotels & Homes

A phone call from Ironman got fans tuning in	Novi Digital Entertainment Pvt. Ltd.
WHEN NETFLIX REINVENTED DIWALI – ADS, NOT THE FESTIVAL	Netflix Inc.
Pollution Alert System	Hindustan Unilever Limited
Boost Stamina Meter - A new currency in town !	Hindustan Unilever Limited
Defining new moments of playful connections for the entire family	Mondelez India Foods Pvt. Ltd.

The Internal Marketing Award

GIG-A-Opportunities: A platform open for talent	Axis Bank Limited
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Disruptive Differentiators Award : Product

H is for Handwashing	Hindustan Unilever Ltd. India
Not Just A Cadbury Ad	Mondelez India Pvt. Ltd.
BRINGING MEN INTO MENSTRUATION	Johnson & Johnson Private Limited
India! Periods are Red, not Blue!	Nobel Hygiene Private Limited
Fix it or forfeit it – Phenko Nahi Jodo	Pidilite Industries Limited
FROM THE CUPS OF INDIA TO THE CULTURES OF INDIA	Tata Consumer Products Limited
Helping Multigrain find a smooth passage into homes	ITC Ltd.
Melting Power Distance	Mondelez India Pvt. Ltd.

Why India celebrated singles on Valentine's Day.	PepsiCo India Holdings Pvt. Ltd.
When Maggi created Mompreneurs	NESTLÉ INDIA LIMITED
Cadbury 5-Star Bounces Back By Doing Nothing	Mondelez India Foods Private Limited
Turning Packaging into Pop Culture	PepsiCo India
All of Google, For All of You	Google Asia Pacific Pte. Ltd.
Live Life in COlour	Hindustan Unilever Limited

Positive Differentiators Award : Non-Product

Welcome to the Future of Experience	McDonald's, Hardcastle Restaurants Pvt. Ltd.
Paytm Soundbox: The Sound Of Reassurance	One97 Communications Limited
Convincing the Argumentative Indian to adopt UPI through PhonePe	PhonePe Private limited
Pooja Didi	Facebook India
Sanitised Before Your Eyes	OYO Hotels & Homes
Social Commerce Says Namaste	Fashnear Technologies Private Limited
There's a playlist for every emoji	Spotify India
The World's Most Reported Trailer	Trigger-Happy Entertainment Pvt. Ltd.
No women, No growth	Bumble Holdings Limited
#LockdownMeinLockup	SNEHA MUMBAI
Stop The Bias	Shoppers Stop Limited
India Beyond Boundaries	The Hongkong and Shanghai Banking Corporation Limited, India
To get ahead, don't lick ass, kick ass.	upGrad Education Private Limited
WHEN NETFLIX REINVENTED DIWALI – ADS, NOT THE FESTIVAL	Netflix Inc.

Go India Game - India toh humare dil mein	Google Asia Pacific Pte. Ltd.
Work life balance	Monster.com India Pvt. Ltd.

4A. Small Budgets : Products

Lean, Clean Flying Machine	IndiGo (InterGlobe Aviation Ltd.)
An Auction That Increased Price Perception	Mahindra & Mahindra
A deo that made social distancing desirable	Mcroe Consumer Products Pvt. Ltd.
My Big Ganesha	FCA India Automobiles Pvt. Ltd.
Barista Call Out	Tata Starbucks
Why Daawat chose to uninvite people this Rakshabandhan	LT Foods Ltd.
Switching Gears from Footfalls to Drive Thrus	McDonald's India (West & South)
Pollution Alert System	Hindustan Unilever Limited

4B. Small Budgets : Services

Policing the Virus	Mogae Media Private Limited
#LockdownMeinLockup	SNEHA MUMBAI
There's a playlist for every emoji	Spotify India
Changing the Gods of a religion	Bumble Holdings Limited

Melting Power Distance	Mondelez India Pvt. Ltd.
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Category : Integrated Advertising
Campaign : Products