



24<sup>th</sup> June, 2016 | Taj Lands End, Mumbai

The National Awards for Excellence in Rural Marketing is to establish an independent platform to recognize and reward the potential. We invite entries from brands belonging to varied categories such as FMCG, consumer durables, agro chemicals, cement, electronics, telecom, agri-tech, etc. They are invited to share success stories that have tapped the rural market and maintained consistent stability and growth. The awards will bring organizations together on a common platform and work towards recognition, credibility and meeting of needs.

## AWARD CATEGORIES

### INDIVIDUAL CATEGORIES

- Youth Achiever of the year Award
- Best CMO for Rural Outreach
- Life Time Achievement Award
- NGO of the Year for Rural Impact
- PR Professional of the Year Award for Rural Initiatives
- Women Entrepreneur of the year Award
- Most Admired Rural Entrepreneur of the Year
- CEO of the Year Award
- Brand Builder of the Year Award - *(Building Brand Through Marketing in Rural Areas)*

### ORGANISATIONAL CATEGORIES

- Social Development campaign of the year
- Emerging Brand Award for Rural Impact
- Sustainable Marketing Excellence Award
- Advertising Agency of the Year Award for Rural Outreach
- Agriculture / Dairy initiative of the year Award
- Rural Retailer of the Year Award
- Organisation with Best CSR Practises for Rural Development
- Best integrated rural marketing campaign
- Most effective use of direct marketing to rural consumers
- Best marketing campaign for rural brand development
- Most effective use of product design and packaging
- Innovative Ideas for Rural Development

### CRITERIA

**Individual Category:** Each entry should be accompanied by personal profile of nominated person; Achievements; Awards & Accolades received; Media Coverage; Articles published; Photographs & any other relevant details.

**Organizational Category:** Each entry should be accompanied by write-up of not more than 2700 words excluding attachment; Profile of the company & Brochure; Media write-ups & Interviews as annexure.

*(The Jury will evaluate each entry & will decide on winners. The decision of the Jury is final & binding)*



### Contact (For more details)

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Endorsed By



*The Entry Fee is Non - Refundable. Entries once sent cannot be withdrawn under any circumstances. The organisers reserve a right to alter or change the program or its content and title without assigning any reason whatsoever.*

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