



24th June, 2016 | Taj Lands End, Mumbai

The National Awards for Marketing Excellence are presented to organizations and marketers who have achieved extraordinary success from innovative and effective marketing practices. The Awards seek to reward in response to new developments in marketing theory and practice to reflect the growing appreciation of the critical role of marketing as the vital source of value creation for a business. From unique one-off campaigns to long term strategies and programs, the Awards recognizes marketers who have pushed their brands to measured success through sound and innovative marketing strategies. A broad range of categories representing key marketing disciplines will be contested. The finalists and winners will be decided by a distinguished panel of judges comprising of senior marketing professionals and other experts from the industry. We invite organizations to share their stories & experiences in case study format in the various categories mentioned below. So what are you waiting for? Get the recognition your organization deserves at the industry's night of nights.

AWARD CATEGORIES

ORGANIZATIONAL CATEGORIES

- Best Telecom Service Providers
 - ▲ Innovative Product - Voice
 - ▲ Innovative Product - Data
 - ▲ Innovative Product – Enterprise
 - ▲ Innovative Product – Rural
 - ▲ Innovation in Customer Care
 - ▲ Innovative Managed Services
 - ▲ Innovation in Marketing Campaign
 - ▲ Innovation in Cloud
 - ▲ Innovative Partnership Strategy
- Broadband Service Providers
- Best Telecom Product, Optical Networking
- Best Device Award
- Best Consumer Cloud Offering
- Best Community Telecom Project
- Best Enterprise Cloud Offering
- Best Integration of Future Broadband
- Best LTE Core Network Product
- Best LTE Service Provider
- Best Data Center Services Provider
- Best use of Cloud Services by a Telecom Company
- Value Added Services (VAS) Providers
- Most Innovative Telecom Project
- Innovation In Managed Services – OEMS
- Telecom Software
- Voice & Data Award -Broadband
- Telecom Network Infra
- General Social Initiative
- Public Poll/Users Choice Award
- Most Trusted Mobile Brand
- Mobile payment service provider model (m-Mobile)
- The Green Telecom Award
- Handset Innovation of the Year
- Best Mobile Innovation for 'Smart Cities'
- Best Mobile Product Award
- Best in Quality Service
- Best Telecom Management Institute
- Best Mobile Customer Service
- Best Use of HR Practise
- Most Innovative Service Provider of the Year
- Data Centre of the Year
- CRM Programme of the Year

INDIVIDUAL CATEGORIES

- Young Talent of the Year (Age 35 Yrs & below)
- Leader in Human Resource Technology
 - HR Technology Executive of the Year
 - Lifetime Achievement Award
 - Outstanding Contribution to Global HR
 - HR Professional of the Year
 - Women Super Achiever Award
 - CHRO of the Year
 - HR Oriented CEO Award

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)



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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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