

Presents

NATIONAL AWARDS FOR MARKETING EXCELLENCE



5th July, 2018
Taj Lands End,
Mumbai

(FOR EXCELLENCE IN AUTO RETAIL MARKETING)

The National Awards are in the 4th Year. It is a premium forum bringing elite marketers, brand custodians, advertising, departmental heads, retailers, real estate professionals, shopping mall owners and creative honchos together under one roof from across India. This is an invitation-only event taking place behind closed doors.

The platform offers top marketing professionals, agencies and consultants an intimate environment for recognizing & rewarding excellence. The Awards will bring the best industry professionals who have made the outstanding contributions in the Industry.

The Awards aim to reward the best in the industry and enhance reputations.

ORGANISATIONAL AWARD CATEGORIES :

- New Car of the Year
- Dealer Group of the year Award
- Digital Initiative of the year Award
- Low Maintenance car of the Year
- Best Hatchback of the year
- Best Sedan of the Year
- Best Luxury Car of the Year
- Best Family Car of the Year
- Best MPV of the Year
- Best SUV of the Year
- Best Crossover of the year
- Best Coupe of the Year
- Best Convertible of the Year
- Best Car Company of the Year
- Best Sports Car of the Year
- Best Diesel Car of the Year
- Best Petrol Car of the Year
- Best CNG car of the Year
- Best Hybrid Car of the Year
- Marketing Campaign of the Year
- Used Car of the year Award
- Used Car Retailer of the Year Award
- Social Media Award
- New Car Launch Award
- Dream Car of the Year Award
- Affordable car of the Year
- New Bike of the Year
- Fastest Selling bike of the year
- Low Maintenance bike of the Year
- Best Sports Bike of the Year
- Best Bike of the Year
- Most Fuel Efficient bike of the year
- New Bike Launch Award
- Commuter Motorcycle Of The Year
- Entry Premium Motorcycle Of the Year
- Entry Premium Cruiser Motorcycle Of The Year
- Premium Motorcycle Of The Year
- Touring Motorcycle Of The Year
- Adventure Motorcycle Of The Year
- Performance/Luxury Motorcycle Of The Year
- Two-Wheeler Manufacturer Of The Year
- New moped of the Year
- Fastest Selling Scooter of the year
- Low Maintenance scooter of the Year
- Luxury scooter of the year
- Best Scooter of the Year
- Most Fuel Efficient Scooter of the year
- New Scooter Launch Award

DEALERSHIP AWARD CATEGORIES :

- After Sales Excellence Award
- New Dealership of the year award
- Employer of the Year Award
- Dealer Website of the Year Award
- Bodyshop of the Year Award
- Business Manager of The Year Award
- Financial Management Award
- Dealer Group of the Year Award
- Outstanding Achievement Award
- Customer Care Award
- Fastest Growing Chain of the Dealer Award
- Dealership With Maximum Branches

INDIVIDUAL AWARD CATEGORIES :

- Sales Manager of the Year Award
- Sales Team of the year Award
- CEO of The Year
- CFO of the Year
- CIO of the Year
- The Innovative Leader Award
- Young Achiever of the Year

CRITERIA:

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.

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.

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