

Presents

**NATIONAL AWARDS FOR MARKETING EXCELLENCE**



5<sup>th</sup> July, 2018  
Taj Lands End,  
Mumbai

**(FOR EXCELLENCE IN CARDS & E-PAYMENTS)**

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 :**

- Best Online Payments Solution (Consumer)
- Best Online Payments Solution (Merchant)
- Mobile Payments Solution of the Year
- Best In-Store Payments Solution
- Card Innovation of the Year
- Payments Start-up of the Year
- Best International Money Transfer Solution
- B2B Payments Innovation of the Year
- Best Alternative Payments Project
- Engagement & Loyalty Scheme of the Year
- Best Prepaid Product of the Year
- Best Design of the Year
- Best Marketing Campaign of the Year
- Best Benefits or Loyalty Programme of the Year
- Best Achievement in Retail Payments
- Best Achievement in Customer Service
- Best Initiative in Mobile Payments
- Best Alternative or Digital Payments Programme
- Best Use of Social Media
- Best Debit Card
- Best Credit Card
- Best Mobile Payments Solution of the Year
- Best Mobile Wallet of the Year
- Most Disruptive Payments Technology of the Year
- Best Financial Services Institution in Payments
- Best Digital Banking Solution of the Year
- Best Payments Organisation of the Year

**INDIVIDUAL AWARD CATEGORIES :**

- Payments Entrepreneur of the Year
- CEO of the Year
- CIO of the Year
- CFO of the Year
- Marketing Professional of the Year
- Digital Marketer of the Year
- Young Achiever of the Year
- Woman Super 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.

**CO-ORDINATION OFFICE:**

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Endorsed By



The Entry Fee is Non-Refundable. Entries once sent cannot be withdrawn under any circumstances. The Organizers reserve a right to alter or change the program design without assigning any reason whatsoever.

