

Presents

NATIONAL AWARDS FOR MARKETING EXCELLENCE (FOR EXCELLENCE IN IT)

4th JULY, 2019 | TAJ LANDS END MUMBAI

BTVI Presents National Awards for Marketing Excellence (For Excellence in IT) will be a benchmark to recognize excellence throughout the IT industry. The Awards will focus on the contribution of Individuals, projects, Organizations and Technologies that have excelled in the use, development and deployment of IT and will be presented to companies that have demonstrated leadership in using IT for Business Transformation, optimizing costs, developing synergies across businesses and enhancing customer satisfaction.

AWARD CATEGORIES

ORGANIZATIONAL AWARD CATEGORIES

- Award for Complete Turnaround Management
- Award for Leveraging IT for Business Performance
- Most admired IT company of the year
- Emerging IT company of the year
- Award for Best e-governance implementation
- Award for using E-commerce for Rural Marketing
- Award for Best Software Product Company in Intellectual Driven Business
- Award for Pioneering IT Industry Initiatives
- Award for Total IT Quality Management
- Award for Cyber Security Management Initiatives
- Award for Innovation in IT Industry
- Award for Solution Provider of the year
- Award for Best Implementation of Green IT
- Award for Process Innovation in IT
- Award for Best use of IT in Healthcare
- Use of IT for a Social Cause
- Role of IT for Rural Health
- Cloud Company of the year
- Best Cloud Infrastructure
- Best use of CSR Practices in IT Industry
- Best Ecommerce & Software Solution Supplier (Insurance)
- Award for Excellence in Cyber Security

INDIVIDUAL AWARD CATEGORIES

- CEO of the year
- CIO / CTO of the year
- Entrepreneur of the year
- Marketing Professional of the year
- Women Leadership Award
- Young Achiever Award
- Cloud Innovator of the year

DATA ANALYTICS

- Award for Web Analytics
- Award for Social Analytics
- Award for Analytical Innovation
- Award for Data Mining
- Award for Innovative use of Data Technology
- Award for Audience Segmentation
- Award for Best Analytics Institute

IT LEADERSHIP AWARD

- IT Leadership Award (Internet)
- Award for Leadership in IT (Education)
- Award for Leadership in IT (Banking)
- Award for Leadership in IT (Manufacturing)
- Award for Leadership in IT (Logistics & Supply Chain)
- Award for Leadership Strategy in ITeS Sector
- Award for Leadership in Embedded Software Technology

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.

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

Endorsed By



THOUGHT LEADERS



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The Entry Fee is Non-Refundable. Entries once sent cannot be withdrawn under any circumstances.
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