



The National Brand Leadership Congress & Awards are in the 10th 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.

ORGANIZATIONAL AWARD CATEGORIES :

- Best Loyalty Program
- PR Agency of the Year
- Emerging Brand Award
- Brand Extension Award
- Best in-house magazine
- Digital Agency of the Year
- Outdoor Agency of the Year
- Brand Revitalization Award
- Award for Consumer Insight
- Best Loyalty Program Award
- Award for Content Marketing
- Award for Internal Marketing
- Marketing Campaign of the Year
- Advertising Agency of the Year
- Award For Social Media in Customer Service
- Award for Experiential and Brand Experiences
- Effective use of Marketing Communication Award
- Best New Brand, Product or Service Launch award
- Award for Marketing Communications - Business to Consumer
- Award for Marketing Communications - Business to Business
- Award for Marketing Campaign of the Year (Water & Waste Water Management)

INDIVIDUAL AWARD CATEGORIES :

- CEO of the Year
- Brand Builder of the Year
- Lifetime Achievement Award
- Sales Professional of the Year
- Retail Professional of The Year
- Creative Professional of the Year
- Marketing Professional of the Year
- Young Achiever of the Year (Under 35)
- Public Relations Professional of the Year
- Digital Marketing Professional of the Year
- Corporate Communication Professional of the Year

AWARD FOR MARKETING EXCELLENCE IN :

- FMCG Sector
- Private Labels
- Education Sector
- Research & Analytics
- Travel & Tourism Sector
- Telecom Services Sector
- Gems & Jewellery Sector
- Health & Wellness Sector
- Healthcare & Hospital Sector
- Services & Hospitality Sector
- Automobiles - 2 Wheeler sector
- Automobiles - 4 Wheeler sector
- Solar & Renewable Energy Sector
- Supply Chain & Logistics Sector
- Construction & Real Estate Sector
- Power Generation Sector (DG & HUPS)
- Beauty, Wellness and Fitness Sector
- eCommerce & Internet Business Sector
- Courier, Transport & Logistics Sector
- Pharmaceutical & Bio-Technology Sector
- Capital Goods & Consumer Durables Sector
- Retail, Multiplex & Shopping Malls Sector
- Banking, Financial Services & Insurance Sector
- IT/ ITES and Business Process Outsourcing (BPO) Sector
- Media & Entertainment Sector (TV/ Print/ Radio/ Outdoor)

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)

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.*