

BTVI

BUSINESS TELEVISION INDIA

Presents



NATIONAL AWARDS FOR **MARKETING EXCELLENCE** (FOR EXCELLENCE IN SHOPPING CENTER & MALL MARKETING)

4th JULY, 2019 | TAJ LANDS END MUMBAI

The National Awards are in the 5th 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.

AWARD CATEGORIES

ORGANIZATIONAL AWARD CATEGORIES

INTRODUCING Shopping Mall Group of the Year*

- The Most Happening and Vibrant Mall East/ West/ North/ South
- Shopping Center of the Year Metros (East)
- Shopping Center of the Year Metros (North)
- Shopping Center of the Year Metros (West)
- Shopping Center of the Year Metros (South)
- Shopping Center of the Year Non Metro (East)
- Shopping Center of the Year Non Metro (North)
- Shopping Center of the Year Non Metro (West)
- Shopping Center of the Year Non Metro (South)
- Most Admired Shopping Centre of the Year
- Most Admired Marketing Campaign of the Year
- Best Innovative Shopping Centre
- Best Thematic Decoration-Shopping Centre
- Most Admired Eco Friendly Sustainable Shopping Center of the year
- Most Admired Shopping Center Company of the year
- Retail Merchant of the Year
- Best Sustainable Design of the Year
- Best Retail & Leisure Development
- Best Utility Services Company of the Year (Lifts, Escalators, Security Sensor)
- Best Security Services Company of the Year (Security, Car Park)
- Best Social Innovative Program-Shopping Center (Marketing)
- Best Architecture & Interior Design-Shopping Center
- Best Property Management Company of the Year
- Most Admired Shopping Centre of the Year - Marketing and Consumer Promotions
- Most Admired Shopping Centre of the year- Retailers' Choice
- Most Admired Shopping Centre of the year - Socially Responsible
- Most Admired Shopping Centre Launch of the Year
- Most Admired Shopping Centre Management Co. of the Year
- Shopping center of the year-Luxury-East
- Shopping Centre of the year-Luxury-West
- Shopping Centre of Year-Luxury-North
- zShopping Centre of the year-Luxury-South
- Most Luxurious Shopping Mall
- New Developments and Expansions
- Shopping Mall with Maximum Luxury Brands
- Best Shopping Mall with Maximum International Brands
- Best Food Court in a shopping Mall
- Best Social Media Campaign of the Year
- Best Digital Marketing Campaign of the year
- Best Shopping Mall with Regional Brands
- Best Real Estate Developer (Shopping Mall)
- Best Retail Store launch in a shopping Mall
- Upcoming Mall of the Year
- Best Location of a shopping Mall
- Best Customer Experience Initiative-Shopping Centre Owners
- Best Shopping Malls with Maximum Food outlets
- Emerging Concept Mall of the Year
- Innovative Retail Concept of the year
- Most Admired Green Shopping Centre of the Year
- Best Family Entertainment Zone

INDIVIDUAL AWARD CATEGORIES

- Best General Manager -Shopping Center of the Year
- Marketer of the year
- Best Managing Director- Shopping Center of the Year
- Best CEO - Shopping Center of the Year
- Regional Award for Excellence
- Retail Rising Star of the Year
- The Shopping Mall Potential Star of the Year
- Outstanding Achievement Award
- Most Admired Shopping Centre Professional 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.

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

Endorsed By



CO-ORDINATION OFFICE:

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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.

