

EFFIE INDIA 2023 RESULTS

NO.	Lead Agency	Brand	Entry Title	Client	Award Level
01. Agricultural, Industrial & Building					
1	Enormous	Jaquar	Strengthening the lighting offering of Jaquar	Jaquar	Silver
2	Ogilvy Group India	Dr. Fixit	Dr. Fixit Raincoat - 'Busting paint brand myths to help homeowners in Tamil Nadu'	Pidilite Industries Ltd.	Bronze
3	Enormous	Asahi	Re-entry in the homes market	Asahi	Finalist
02. Automotive – Aftermarket (NON-OEM)					
1	Ogilvy Group India Contributing Agency 1 : Mindshare India	Castrol MAGNATEC	Castrol MAGNATEC - IT'S YOUR CAR, NOT A TRACTOR!	Castrol India Ltd.	Bronze
03. Automotive – Vehicles (OEM)					
1	The Womb Communications	Scorpio-N	Mubarak Ho, Baap Hua Hai	Mahindra & Mahindra Ltd.	Gold
2	McCann Worldgroup India	Hero	Fighting sexism on roads	Hero MotoCorp	Silver
3	The Womb Communications Contributing Agency 1 : Digitas	Matter e-bike	Making Matter matter	Matter Motor Works	Bronze
4	MullenLowe Lintas Group, India	TATA Altroz iCNG	TATA Altroz iCNG: The New Cool Kid on the Block!	TATA Motors Passenger Vehicles Limited	Finalist
04. Beauty & Fragrance					
1	Team WPP Lead Agency 2 : Ogilvy Group India	Parachute Advansed Gold	From Crowning Glory to Crowning Tamilian Women Gloriously	Marico Limited	Bronze
05. Beverages Non-Alcohol					
1	Ogilvy Group India Contributing Agency 1 : EssenceMediacom	Coca-Cola	Hug to Unlock Magic	The Coca Cola Company	Gold
2	Flibbr Consulting	Mountain Dew	No Fear Is Too Small	PepsiCo	Gold
3	Ogilvy Group India Contributing Agency 1 : Wavemaker Contributing Agency 2 : Good Morning Films	Cadbury Bournvita	Cadbury Bournvita Presents – The Boy Who Failed.	Mondelez India Pvt. Ltd.	Gold
4	Ogilvy Group India	Thums Up	How Thums Up gave millions access to the best seat in Cricket	The Coca Cola Company	Gold
5	MullenLowe Lintas Group, India	Tata Tetley	'RESHAPING' THE CONVERSATION AROUND GREEN TEA - BEYOND SURFACE-LEVEL FITNESS	Tata Consumer Products Limited	Silver
6	McCann Worldgroup India	Nescafe	Brewing India's New Beverage Habit	Nestle India Limited	Silver
7	Ogilvy Group India Contributing Agency 1 : EssenceMediacom Contributing Agency 2 : Hogarth India	Thums Up	Thums Up - Toofani Biryani Hunt	The Coca Cola Company	Silver
8	Ogilvy Group India Contributing Agency 1 : Mindshare India	Taj Mahal	Taj Mahal Chai Wah Taj! se Sukoon ka Riyaz	Hindustan Unilever Limited	Bronze
9	McCann Worldgroup India	Complan	When Complan removed rose-tinted glasses in MFD category	Zydus Wellness Ltd.	Bronze
10	82.5 Communications Lead Agency 2 : Ogilvy Group India Contributing Agency 1 : Wavemaker Contributing Agency 2 : Avian WE PR Agency	Bisleri India	How Bisleri500 became the beverage of choice this IPL season	Bisleri International	Finalist
11	Leo Burnett India	Nimbooz	Squeezing Back the Summer Fun	PepsiCo	Finalist
06. Electronics					
1	McCann Worldgroup India	Paytm	Ab paisa bolta hai	Paytm	Gold
07. Education					
1	The Womb Communications	upGrad Study Abroad	Jealous Indian Dads	upGrad	Finalist
8. Personal electronics					
NO SHORTLIST					
09. Fashion					
1	MullenLowe Lintas Group, India Contributing Agency 1 : Adfactors PR Pvt. Ltd.	Fastrack Sunglasses	Reclaiming sunglasses from the clutches of vanity	Titan Company Limited	Silver
2	MullenLowe Lintas Group, India Contributing Agency 1 : Dentsu Webchutney	Tanishq	How Tanishq created value for diamonds in a nation hypnotized by gold	Titan Company Limited	Bronze

3	Leo Burnett India Contributing Agency 1 : Cupshup	Lee	Lee: Home of #TheRealDenim	ace turtle Omni Pvt. Ltd.	Finalist
4	DDB Mudra Group Contributing Agency 1 : Madison World	Raymond	The Unlikely Baraat	RAYMOND APPAREL LIMITED	Finalist

10. Finance

1	The Womb Communications	Piramal Finance	Have documents ever stopped anyone from defaulting?	PIRAMAL CAPITAL AND HOUSING FINANCE LIMITED	Silver
2	DDB Mudra Group	RuPay	WHEN INDIA ACTIVELY CHOSE RUPAY FOR THEIR CREDIT CARDS	RuPay	Bronze
3	McCann Worldgroup India	Mastercard	The Possibility of POS	Mastercard India	Bronze
4	PUBLICIS WORLDWIDE INDIA	HDFC Mutual Fund	Zindagi Ke Liye SIP	HDFC ASSET MANAGEMENT COMPANY LTD.	Finalist
5	TBWA India	Bandhan MF	BFSI takes a bite of F&B	Bandhan Mutual Fund	Finalist

11. Food, Snacks & Desserts

1	Ogilvy Group India Contributing Agency 1 : Wavemaker	Cadbury 5 Star	Doing Nothing Makes You Unmissable	Mondelez India Pvt. Ltd.	Gold
2	McCann Worldgroup India Lead Agency 2 : Performics, Publicis Groupe	ITC Aashirvaad	HELPING MULTIGRAIN ATTA FIND SMOOTH PASSAGE INTO INDIAN HOMES	ITC Aashirvaad	Silver
3	TALENTED WEBCO Contributing Agency 1 : Mindshare India Contributing Agency 2 : Bigcity	Milk Bikis Classic	THE FLASHBACK PACK	Britannia Industries Ltd.	Bronze
4	Leo Burnett India Contributing Agency 1 : Wavemaker	Oreo	HOW DID AN INTERNATIONAL BRAND BECOME A NATIONAL PHENOMENON	Mondelez India Pvt. Ltd.	Bronze
5	McCann Worldgroup India Contributing Agency 1 : Wavemaker	Perfetti	When shining a new light won over Gen Z	PERFETTI VAN MELLE INDIA PVT. LTD.	Bronze
6	McCann Worldgroup India	Maggi	From Maggi lovers to Maggi Moms	Nestle India Limited	Bronze
7	McCann Worldgroup India	Britannia Good Day	How the OG superstar cookie reinvented itself	Britannia Industries Ltd.	Bronze
8	Ogilvy Group India Contributing Agency 1 : Wavemaker Contributing Agency 2 : Sporjo	Cadbury Dairy Milk	Cheer for all Sports	Mondelez India Pvt. Ltd.	Finalist
9	Leo Burnett India	Doritos	How Doritos Sizzlin' Hot won India's spiciness by telling Indians to not have Sizzlin' Hot	PepsiCo	Finalist
10	Ogilvy Group India Contributing Agency 1 : Wavemaker	Cadbury Gems	Just For Fun	Mondelez India Pvt. Ltd.	Finalist
11	Ogilvy Group India Contributing Agency 1 : Wavemaker	Cadbury 5 Star	5 Star Mush Detector	Mondelez India Pvt. Ltd.	Finalist
12	Ogilvy Group India	MTR Chutney Powder	MISATTRIBUTION BY DESIGN	MTR Foods Pvt. Ltd.	Finalist
13	Ogilvy Group India Contributing Agency 1 : DDB Mudra Group Contributing Agency 2 : ADFACTORS PR Contributing Agency 3 : Social Beat	Fortune Kachi Ghani Mustard Oil	MAKING A FORTUNE OUT OF PICKLES	Fortune Foods	Finalist
14	Leo Burnett India Contributing Agency 1 : Wavemaker	Oreo	REVIVING BONDING VIA REVIVING PLAY in Parent Child Relationship	Mondelez India Pvt. Ltd.	Finalist
15	Ogilvy Group India Contributing Agency 1 : Interactive Avenues Pvt. Ltd. Contributing Agency 2 : WLDD Private Limited Contributing Agency 3 : Nian Media Private Limited (Behindwoods)	Bingo! Hashtags	MAKING SNACK-TALK TRENDIER THAN TECH-TALK	ITC Limited	Finalist
16	Ogilvy Group India Contributing Agency 1 : Wavemaker Contributing Agency 2 : Schbang Digital Solutions Pvt. Ltd.	Center Fruit	Breaking the Barrier: Center Fruit's ₹2 Confectionary Conquest	PERFETTI VAN MELLE INDIA PVT. LTD.	Finalist

12. Government & Institutional

NO SHORTLIST

13. Healthcare Products

1	DDB Mudra Group	I-activ Menstrual Cup	Cup Talk: Trust Your Sis!	Piramal Pharma Ltd.	Gold
2	Havas Worldwide	Durex - Real Feel	Not a condom	Reckitt (India) Ltd.	Gold

3	The Womb Communications	Vicco Vajradanti	Are shortcomings really taboo?	Vicco Labs	Silver
4	McCann Worldgroup India Contributing Agency 1 : Schbang Digital Solutions Pvt. Ltd.	Dabur Chyawanprash	Fighting India's jugaad against everyday health issues	Dabur India Limited	Silver
5	Grey Worldwide Pvt. Ltd.	Sensodyne	Sensodyne, Stories of Sensitivity	Haleon (GSK Consumer)	Bronze
6	Weber Shandwick (Switzerland) Contributing Agency 1 : Media 42	Femoston	The Next Chapter	Abbott	Finalist
7	The Womb Communications	Cofsils	Killing the Itch	Cipla Health Limited	Finalist
8	McCann Worldgroup India	Ceregrow	Making the invisible visible	Nestle India Limited	Finalist
9	Ogilvy Group India	Titan Eyeplus	FROM BREAKING BAD TO BREAKING GOOD	Titan Company Limited	Finalist

14. Healthcare Services					
1	DENTSU CREATIVE INDIA	Orange Health	HOW FRESH IS YOUR BLOOD?	ORANGE HEALTH	Silver
2	MullenLowe Lintas Group, India	Britannia NutriChoice Diabetic Friendly Essentials	GIVING THE WORLD DIABETES CAPITAL, THE POWER OF HEALTHY INFORMATION	Britannia Industries Ltd.	Finalist
3	McCann Worldgroup India	Dr. Reddy's	A mirror that changed the way people looked at diabetes	Dr. Reddy's Laboratories Ltd.	Finalist

15. Home Furnishings & Appliances					
1	MullenLowe Lintas Group, India	Aquaguard	Aquaguard revives the category by redefining an age-old habit.	Eureka Forbes	Silver
2	Contract Advertising	Godrej Interio	For the Great Indian Family	Godrej Interio	Finalist

16. Household Supplies					
1	BBDO India	Ariel	See the Signs of Silent Separation #ShareTheLoad	Procter & Gamble	Finalist
2	McCann Worldgroup India	Colin	Daag acche nahin hain	Reckitt (India) Ltd.	Finalist
3	McCann Worldgroup India	Lizol	Fighting India's blind faith in a smell	Reckitt (India) Ltd.	Finalist
4	MullenLowe Lintas Group, India	Vim	MISSION VIM-POSSIBLE!	Hindustan Unilever Limited	Finalist

17. Insurance and Related Products					
1	MullenLowe Lintas Group, India	Future Generali India Insurance	Family Redefined	Future Generali India Insurance	Bronze
2	Tilt Brand Solutions Pvt. Ltd.	PhonePe	Ride Tension Free with PhonePe	PhonePe	Finalist
3	Leo Burnett India Contributing Agency 1 : PHD Media India	ACKO	Making Indian Roads A Kinder Place	Acko General Insurance Co.	Finalist
4	MullenLowe Lintas Group, India	Future Generali India Insurance	Health Absolute-EverydayHealthInsurance	Future Generali India Insurance	Finalist
5	The Script Room	PhonePe	#Tension Free Insurance Campaign with PhonePe	PhonePe	Finalist
6	DDB Mudra Group Contributing Agency 1 : PHD Media India	ACKO	When the horse removed his own blinders.	Acko General Insurance Co.	Finalist

18. Media & Entertainment					
1	Leo Burnett India	Josh	Content that creates a safe space for women	VerSe India	Silver
2	Ogilvy Group India Contributing Agency 1 : Chrome Pictures	Jio Cinema	How JioCinema took on TV, to change India's favourite habit	Viacom18 Sports	Bronze
3	Netflix India Contributing Agency 1 : EO2 Exp. Contributing Agency 2 : Rebellion Contributing Agency 3 : Boomranng Creative Contributing Agency 4 : Plankton Collective	Netflix	The Stream Edition	boAt- Imagine Marketing Limited Client Company 2 : Netflix India	Finalist
4	DDB Mudra Group Contributing Agency 1 : Wavemaker Contributing Agency 2 : THE RABBIT HOLE	Netflix India	The most entertaining revenge story	Netflix India	Finalist
5	Disney+ Hotstar Contributing Agency 1 : BBH	Disney+ Hotstar	Disney+ Hotstar: Thoda Ruk Shah Rukh	Disney+ Hotstar	Finalist
6	Leo Burnett India Contributing Agency 1 : Prodigious	Spotify	How Spotify Established Music As The Ultimate Mood Catalyst	Spotify India	Finalist
7	DDB Mudra Group Contributing Agency 1 : KRDS	MTV	When Indian Rap needed a Robotic rescue	Viacom18	Finalist

19. Other Products					
1	DDB Mudra Group	Instagram	How Instagram taught India to fit more Reel into their real.	Meta	Bronze
2	MullenLowe Lintas Group, India Contributing Agency 1 : Enormous	Samsonite	HOW SAMSONITE RESURRECTED ITSELF	SAMSONITE	Finalist

3	DENTSU CREATIVE INDIA	Uber	Uber Rentals	Uber India Systems Private Limited	Finalist
4	Ogilvy Group India Contributing Agency 1 : Thinkpot Films	PUMA	Why should sport be an extra-curricular	Puma Sports India Pvt. Ltd.	Finalist
5	MullenLowe Lintas Group, India Contributing Agency 1 : Toaster India Contributing Agency 2 : DENTSU CREATIVE INDIA	Google Safety Center	THE ANTI-SCAM DRIVE	Google India	Finalist

20. Personal Care					
1	Ogilvy Group India Contributing Agency 1 : Chrome Pictures Contributing Agency 2 : Mindshare India Contributing Agency 3 : MSL India	Dove	Dove's journey from GOOD to LOVED	Hindustan Unilever Limited	Silver
2	The Womb Communications	Sebamed	Have you ever REALLY seen your baby? REALLY?	Sebamed India (Usv Pvt. Ltd.)	Finalist
3	The Womb Communications	Snuggly Gold	MOVE ASIDE GEN AI...HERE COMES SUSUMETER!	Nobel Hygiene Pvt. Ltd.	Finalist
4	The Womb Communications	Sebamed	Hope is a Dangerous Thing	Sebamed India (Usv Pvt. Ltd.)	Finalist
5	Brand David Communications Pvt. Ltd. Lead Agency 2 : Ogilvy Group India Contributing Agency 1 : Hungry Films Contributing Agency 2 : IPG	Vivel VedVidya	How we got Grandmoms to sell a beauty soap	ITC Limited	Finalist
6	Leo Burnett India Contributing Agency 1 : EssenceMediacom Contributing Agency 2 : Network 18 India Contributing Agency 3 : Little Giant Films Contributing Agency 4 : ActiMedia Pvt. Ltd.	Whisper	Missing Chapter for Moms	Procter & Gamble	Finalist
7	McCann Worldgroup India Contributing Agency 1 : White Rivers Media	Dettol	Designing for impatience	Reckitt (India) Ltd.	Finalist

21. Professional services and solutions					
1	Enormous	Rapido	Rapido Bike Wali Taxi	Rapido	Finalist
2	McCann Worldgroup India	BharatPe	Winning over Bharat's small merchants	Resilient Innovations Pvt. Ltd.	Finalist
3	DDB Mudra Group Contributing Agency 1 : EssenceMediacom	Indeed Job Portal	How a job portal relearnt where to look for jobs	Indeed India	Finalist
4	McCann Worldgroup India	Housing.com	Winning through rejections	REA India PVT. LTD.	Finalist

22. Retail					
1	L&K Saatchi & Saatchi	Zepto	TRAILBLAZING THROUGH QUICK COMMERCE	Kiranakart Zepto	Gold
2	Ogilvy Group India	KFC	TEACHING INDIA TO #SPEAKSIGN	KFC India	Silver
3	McCann Worldgroup India	Flipkart	Bringing back the festive joy to a nation reeling from inflation	Flipkart Internet Pvt. Ltd.	Silver
4	McCann Worldgroup India	BharatPe	Giving India's shopkeepers their own ad agency	Resilient Innovations Pvt. Ltd.	Bronze
5	MullenLowe Lintas Group, India Contributing Agency 1 : Madison Communications (For Print)	Tanishq	Celebrating the beautiful dichotomy of the Tamil Woman	Titan Company Limited	Bronze
6	McCann Worldgroup India	World Gold Council	Liberating Gold from the Patriarchy	World Gold Council	Bronze
7	MullenLowe Lintas Group, India	Axis Bank	Welcoming a foreign and exclusive world of Citibank to join the warm and 'Dil Se Open' world of Axis bank	Axis Bank	Finalist
8	DDB Mudra Group	McDonald's	How McDonald's won its seat back at the family table	Hardcastle Restaurants Pvt. Ltd.	Finalist
9	Enormous	Rapido	Making India take to Bike Taxis	Rapido	Finalist
10	L&K Saatchi & Saatchi	JioMart	REDEFINING THE IDEA OF E-COMMERCE	JioMart (Reliance Retail Ltd.)	Finalist
11	Ogilvy Group India Contributing Agency 1 : Blink Digital Contributing Agency 2 : Initiative Pvt. Ltd.	Amazon	Amazon - Too big for your small needs?	Amazon	Finalist

23. Services - Telecom and related products					
1	The Womb Communications	Truecaller	SPAM TO SCAM: THE BHARAT JOURNEY OF A GLOBAL BRAND	Truecaller	Gold
2	MullenLowe Lintas Group, India	Info Edge India Limited	Jeevansathi	Info Edge India Ltd.	Silver
3	MullenLowe Lintas Group, India Contributing Agency 1 : Toaster India Contributing Agency 2 : OML Entertainment Pvt. Ltd.	Google Lens	Search what you see	Google India	Bronze
4	Leo Burnett India	Airtel	The Pack is the Hack	AIRTEL	Finalist

24. Sporting events					
1	Ogilvy Group India Contributing Agency 1 : Wavemaker Contributing Agency 2 : Sporjo	Cadbury Dairy Milk	Cheer for all Sports	Mondelez India Pvt. Ltd.	Bronze
2	Ogilvy Group India Contributing Agency 1 : Chrome Pictures	Jio Cinema	How JioCinema took on TV, to change India's favourite habit	Viacom18 Sports	Bronze
3	Ogilvy Group India Contributing Agency 1 : DDB Mudra Group Contributing Agency 2 : Paperboat Design Studios Pvt. Ltd.	JioCinema and Sports18	WPL - STUMPING THE STEREOTYPE ABOUT WOMEN'S CRICKET	Viacom18 Sports	Finalist
4	draftLine	Budweiser Beer	The World is Yours to take	ANHEUSER BUSCH INBEV INDIA LIMITED Company	Finalist
5	Interactive Avenues Pvt. Ltd.	Rajasthan Royals	Rajasthan Royals takes on IPL biggies with lo-fi social media content... and wins!	Rajasthan Royals	Finalist

25. Travel & Tourism					
1	Ogilvy Group India	ConfirmTkt	R.I.P Waiting List	Confirm Ticket Online Solutions Pvt. Ltd.	Silver
2	TALENTED WEBCO Contributing Agency 1 : Web Dimension	Cleartrip	OR TRAVEL ON CLEARTRIP SALE	Cleartrip	Bronze
3	Enormous	Samsonite	Tested Like Samsonite	SAMSONITE	Finalist
4	Leo Burnett India	Cleartrip	ClearTrip' Clear Advantage: Rescuing India from Travel Anxiety	Cleartrip	Finalist

26. Corporate Advertising / Reputation					
1	McCann Worldgroup India	Ujjivan	An Envelope that sealed the fate of women	Ujjivan Small Finance Bank Ltd.	Gold
2	McCann Worldgroup India	BharatPe	Winning trust before transactions	Resilient Innovations Pvt. Ltd.	Silver
3	McCann Worldgroup India	Hero	Fighting sexism on roads	Hero MotoCorp	Silver
4	Enormous	Jaquar	Unimaginable Brand Extensions	Jaquar	Bronze
5	Team WPP Lead Agency 2 : Ogilvy Group India	Parachute Kalpavriskha Foundation	Parachute Kalpavriksha Foundation - Making the Invisible, Visible	Marico Limited	Bronze
6	McCann Worldgroup India	ITC Aashirvaad	An atta that liberates you from making rotis	ITC (Foods Division)	Bronze
7	McCann Worldgroup India	Paytm	Bringing back PayTM	Paytm	Finalist
8	McCann Worldgroup India	Mastercard	Real Change. One Fan at a time.	Mastercard India	Finalist
9	Toaster India	Google Search	Maine Bola	Google India	Finalist

27. B2B					
1	DDB Mudra Group Contributing Agency 1 : EssenceMediacom	Indeed Job Portal	How a job portal releant where to look for jobs	Indeed India	Gold
2	McCann Worldgroup India	Paytm	Ab paisa bolta hai	Paytm	Silver
3	Leo Burnett India	Lay's	Democratising technology to help farmers fight climate change	PepsiCo	Bronze

28. Interactive Marketing					
1	DENTSU CREATIVE INDIA	KFC	KFC Howzzat - India's Most Screamed at Campaign during IPL	KFC India	Gold
2	MullenLowe Lintas Group, India Contributing Agency 1 : MullenLowe Singapore Pte. Ltd. Contributing Agency 2 : OprahFx	Lifebuoy	Lifebuoy Gift of the Ganga	Hindustan Unilever Limited	Silver
3	Ogilvy Group India Contributing Agency 1 : Hogarth India	Sprite	SPRITE JOKE IN A BOTTLE	The Coca Cola Company	Silver
4	Ogilvy Group India Contributing Agency 1 : Wavemaker Contributing Agency 2 : DeltaX	Cadbury Celebrations	Diwali Shops For Shopless	Mondelez India Pvt. Ltd.	Bronze
5	TALENTED WEBCO Contributing Agency 1 : Web Dimension	Cleartrip	OR TRAVEL ON CLEARTRIP SALE	Cleartrip	Bronze
6	Leo Burnett India	Josh	Content that creates a safe space for women	VerSe India	Bronze
7	Wunderman Thompson India	The Times of India	Unjam Bengaluru	Bennett Coleman & Co. Ltd.	Bronze
8	Ogilvy Group India Contributing Agency 1 : EssenceMediacom Contributing Agency 2 : Hogarth India	Thums Up	Thums Up - Toofani Biryani Hunt	The Coca Cola Company	Bronze
9	Ogilvy Group India Contributing Agency 1 : EssenceMediacom	Coca-Cola	Hug to Unlock Magic	The Coca Cola Company	Finalist

10	TALENTED WEBCO Contributing Agency 1 : Web Dimension Contributing Agency 2 : Stonks Studios	Swiggy	WITASA	Swiggy	Finalist
11	Social Panga	Guardians of the Heart	Guardians of the Heart	Manipal Health Enterprise	Finalist
12	Brand David Communications Pvt. Ltd. Lead Agency 2 : Ogilvy Group India Contributing Agency 1 : Hungry Films Contributing Agency 2 : IPG	Vivel VedVidya	How we got Grandmoms to sell a beauty soap	ITC Limited	Finalist
13	Leo Burnett India	Sting	Electrifying the ordinary with Sting energy	PepsiCo	Finalist
14	Ogilvy Group India Contributing Agency 1 : Wavemaker	Cadbury Fuse	ConFUSEing Controller	Mondelez India Pvt. Ltd.	Finalist
15	Leo Burnett India Contributing Agency 1 : Flibbr Consulting Contributing Agency 2 : Studio Simple	Mountain Dew	Democratising courage for the world's largest democracy	PepsiCo	Finalist
16	Schbang Digital Solutions Pvt. Ltd.	Bourbon Football Friends	Bourbon Football Friends	Britannia Industries Ltd.	Finalist
17	MullenLowe Lintas Group, India	Britannia NutriChoice Diabetic Friendly Essentials	GIVING THE WORLD DIABETES CAPITAL, THE POWER OF HEALTHY INFORMATION	Britannia Industries Ltd.	Finalist
18	Ogilvy Group India	Thums Up	How Thums Up gave millions access to the best seat in Cricket	The Coca Cola Company	Finalist
19	Ogilvy Group India Contributing Agency 1 : Wavemaker Contributing Agency 2 : MINDS Foundation Contributing Agency 3 : ADSMN Interactive	Cadbury Dairy Milk Silk	How far is too far for love?	Mondelez India Pvt. Ltd.	Finalist
20	McCann Worldgroup India	Britannia Good Day	How the OG superstar cookie reinvented itself	Britannia Industries Ltd.	Finalist
21	Mindshare India Contributing Agency 1 : Dialogue Factory Contributing Agency 2 : Interactive Television Contributing Agency 3 : BCW Global Contributing Agency 4 : Green Room	Kwality Walls - Trixy CineGame	Trixy CineGame - Bringing 3 Layers to Life	Hindustan Unilever Limited	Finalist

29. Small Town & Rural Marketing

1	McCann Worldgroup India	Ujjivan	An Envelope that sealed the fate of women	Ujjivan Small Finance Bank Ltd.	Gold
2	McCann Worldgroup India Contributing Agency 1 : Plan International (India Chapter)	Dettol	Folk Music for a healthier Rajasthan	Reckitt (India) Ltd.	Bronze
3	Leo Burnett India	Lay's	How potato chip leader Lay's is helping curb toxic pollution in North India	PepsiCo	Finalist

30. Regional

1	Leo Burnett India	Mountain Dew	When Mountain Dew changed its iconic line 'Darr Ke Aage Jeet Hai'	PepsiCo	Gold
2	Leo Burnett India Contributing Agency 1 : Wavemaker	Oreo	Oreo ends a 21yr old War in Tamil Nadu	Mondelez India Pvt. Ltd.	Silver
3	TALENTED WEBCO Contributing Agency 1 : Mindshare India	Milk Bikis Classic	THE FLASHBACK PACK	Britannia Industries Ltd.	Silver
4	Ogilvy Group India	Coca-Cola	Pandal-hopping Or Plate hopping - Coke comes to the rescue	The Coca Cola Company	Silver
5	The Womb Communications	Snuggly Gold	MOVE ASIDE GEN AI... HERE COMES SUSUMETER!	Nobel Hygiene Pvt. Ltd.	Bronze
6	Ogilvy Group India Contributing Agency 1 : DDB Mudra Group Contributing Agency 2 : ADFACTORS PR Contributing Agency 3 : Social Beat	Fortune Kachi Ghani Mustard Oil	MAKING A FORTUNE OUT OF PICKLES	Fortune Foods	Bronze
7	McCann Worldgroup India Contributing Agency 1 : Plan International (India Chapter)	Dettol	Folk Music for a healthier Rajasthan	Reckitt (India) Ltd.	Bronze
8	QED Communications	Urban Company Professional Cleaning	Urban Company Professional Cleaning - Pongal & Puthandu Campaign	Urban Company	Finalist
9	Leo Burnett India Contributing Agency 1 : Viacom 18 Contributing Agency 2 : Omnicom Media Group	Chambal	How Chambal made unchanged traditions a catalyst for growth in changing times	Bunge	Finalist

10	Mind Your Language! Contributing Agency 1 : Anonym Films	Swiggy Instamart	Healthy Disses	Bundl Technologies Pvt. Ltd.	Finalist
11	Ogilvy Group India Contributing Agency 1 : Mindshare India	Taaza	How Taaza got the women of Uttar Pradesh to reclaim their power	Hindustan Unilever Limited	Finalist
12	Team WPP Lead Agency 2 : Ogilvy Group India	Parachute Advansed Gold	From Crowning Glory to Crowning Tamilian Women Gloriously	Marico Limited	Finalist
13	Ogilvy Group India	M-seal	4 Indias, 4 Messages: How M-Seal Solvents incorporated diverse insights to drive growth	Pidilite Industries Ltd.	Finalist
14	MullenLowe Lintas Group, India Contributing Agency 1 : Dentsu Webchutney	Tanishq	Celebrating the many Devis, creating a beautiful new Pujo	Titan Company Limited	Finalist
15	MullenLowe Lintas Group, India Contributing Agency 1 : Madison Communications (For Print)	Tanishq	Celebrating the beautiful dichotomy of the Tamil Woman	Titan Company Limited	Finalist
16	DDB Mudra Group Contributing Agency 1 : PHD	ACKO	Why Stay Stuck in the Past?	Acko General Insurance Co.	Finalist
17	DDB Mudra Group	McDonald's	McDonald's McSpicy Chicken Sharers - Biting into a Telugu Blockbuster	Hardcastle Restaurants Pvt. Ltd.	Finalist

31. Direct Marketing

1	McCann Worldgroup India	Paytm	Ab paisa bolta hai	Paytm	Gold
2	Leo Burnett India Contributing Agency 1 : PHD Media	ACKO	Insuring the World's Largest Uninsured Two-Wheeler Market	Acko General Insurance Co.	Silver
3	McCann Worldgroup India	Mastercard	The Possibility of POS	Mastercard India	Silver
4	DDB Mudra Group	Instagram	How Instagram taught India to fit more Reel into their real.	Meta	Silver
5	Leo Burnett India	Meta For Business	Turning conversations into business outcomes	Meta	Bronze
6	TBWA India	Bandhan MF	Your Mutual Fund is arriving at your doorstep!	Bandhan Mutual Fund	Finalist

32. Experiential Marketing / Brand Experience

1	McCann Worldgroup India	Paytm	Ab paisa bolta hai	Paytm	Gold
2	Ogilvy Group India Contributing Agency 1 : Wavemaker Contributing Agency 2 : DeltaX	Cadbury Celebrations	Diwali Shops For Shopless	Mondelez India Pvt. Ltd.	Silver
3	Leo Burnett India Contributing Agency 1 : Prodigious	Spotify	Mad Meets Math: How Spotify Transformed Millions of Data Stories into Social Currency	Spotify India	Silver
4	Ogilvy Group India Contributing Agency 1 : Wavemaker	Cadbury 5 Star	Doing Nothing Makes You Unmissable	Mondelez India Pvt. Ltd.	Bronze
5	MullenLowe Lintas Group, India Contributing Agency 1 : MullenLowe Singapore Pte. Ltd. Contributing Agency 2 : OpraahFx	Lifebuoy	Lifebuoy Gift of the Ganga	Hindustan Unilever Limited	Finalist
6	Madison Media	Asian Paints	Budget wala paint	Asian Paints	Finalist
7	TBWA India	Bandhan MF	Your Mutual Fund is arriving at your doorstep.	Bandhan Mutual Fund	Finalist
8	TALANTED WEBCO Contributing Agency 1 : Mindshare India Contributing Agency 2 : Bigcity	Milk Bikis Classic	THE FLASHBACK PACK	Britannia Industries Ltd.	Finalist
9	TALANTED WEBCO Contributing Agency 1 : Web Dimension	Cleartrip	OR TRAVEL ON CLEARTRIP SALE	Cleartrip	Finalist
10	Leo Burnett India	Josh	Content that creates a safe space for women	VerSe India	Finalist
11	TALANTED WEBCO Contributing Agency 1 : Mindshare India Contributing Agency 2 : Rooted Films LLP	Britannia Good Day	GOOD DARE	Britannia Industries Ltd.	Finalist
12	DENTSU CREATIVE INDIA	KFC	KFC Howzzat - India's Most Screamed at Campaign during IPL	KFC India	Finalist
13	Ogilvy Group India Contributing Agency 1 : DDB Mudra Group Contributing Agency 2 : ADFACTORS PR Contributing Agency 3 : Social Beat	Fortune Kachi Ghani Mustard Oil	MAKING A FORTUNE OUT OF PICKLES	Fortune Foods	Finalist
14	Leo Burnett India	Sting	Electrifying the ordinary with Sting energy	PepsiCo	Finalist

15	Leo Burnett India Contributing Agency 1 : EssenceMediacom Contributing Agency 2 : Network 18 India Contributing Agency 3 : Little Giant Films Contributing Agency 4 : ActiMedia Pvt. Ltd.	Whisper	Missing Chapter for Moms	Procter & Gamble	Finalist
16	Leo Burnett India Contributing Agency 1 : EssenceMediacom Contributing Agency 2 : Mindtree	Whisper	The undoing of India's biggest heist	Procter & Gamble	Finalist
17	Leo Burnett India Contributing Agency 1 : Flibbr Consulting Contributing Agency 2 : Studio Simple	Mountain Dew	Democratising courage for the world's largest democracy	PepsiCo	Finalist
18	McCann Worldgroup India Lead Agency 2 : Madison World	Daawat	How we won the whole year with a single day	LT Foods Ltd.	Finalist
19	McCann Worldgroup India Contributing Agency 1 : Plan International (India Chapter)	Dettol	An exam that could save lives	Reckitt (India) Ltd.	Finalist
20	Ogilvy Group India Contributing Agency 1 : Wavemaker Contributing Agency 2 : Vanilla Films Contributing Agency 3 : Qench Contributing Agency 4 : Mindtree	Cadbury Bournvita	Cadbury Bournvita Presents – The Forced Pack.	Mondelez India Pvt. Ltd.	Finalist
21	Ogilvy Group India	Thums Up	How Thums Up gave millions access to the best seat in Cricket	The Coca Cola Company	Finalist
22	McCann Worldgroup India	Dr. Reddy's	A mirror that changed the way people looked at diabetes	Dr. Reddy's Laboratories Ltd.	Finalist
23	McCann Worldgroup India	ITC Aashirvaad	An atta that liberates you from making rotis	ITC (Foods Division)	Finalist

33A. Positive Change - Environmental – Brands

1	MullenLowe Lintas Group, India Contributing Agency 1 : MullenLowe Singapore Pte. Ltd. Contributing Agency 2 : OprahFx	Lifebuoy	Lifebuoy Gift of the Ganga	Hindustan Unilever Limited	Finalist
2	Leo Burnett India	Lay's	How potato chip leader Lay's is helping curb toxic pollution in North India	PepsiCo	Finalist
3	MullenLowe Lintas Group, India	TATA Altroz iCNG	Altroz iCNG Drives Young Car Buyers to Go Green	TATA Motors Passenger Vehicles Limited	Finalist
4	DDB Mudra Group Lead Agency 2 : Sword Fish Live Contributing Agency 1 : PHD Media India	Signature	TURNING SUSTAINABILITY INTO YOUR SIGNATURE	Diageo India	Finalist

33B. Positive Change - Environmental – Non-Profit ENTRIES NOT RECEIVED

34A. Positive Change - Social Good – Brands

1	Ogilvy Group India Contributing Agency 1 : Chrome Pictures Contributing Agency 2 : Mindshare India Contributing Agency 3 : MSL India	Dove	Dove's journey from GOOD to LOVED	Hindustan Unilever Limited	Silver
2	Leo Burnett India Contributing Agency 1 : EssenceMediacom Contributing Agency 2 : Network 18 India Contributing Agency 3 : Little Giant Films Contributing Agency 4 : ActiMedia Pvt Ltd	Whisper	Missing Chapter for Moms	Procter & Gamble	Silver
3	BBDO India	Ariel	See the Signs #ShareTheLoad	Procter & Gamble	Bronze
4	Brand David Communications Pvt. Ltd. Lead Agency 2 : Ogilvy Group India Contributing Agency 1 : IPG Contributing Agency 2 : Team Yuvaa Contributing Agency 3 : Hungry Films	Fiamsa	Talking Memes- How Fiamsa Flipped an Unhealthy Coping Mechanism into a healthy habit.	ITC Limited	Finalist

5	Leo Burnett India Contributing Agency 1 : EssenceMediacom	Pampers	Pampers solves for the case of absent fathers	Procter & Gamble	Finalist
6	Ogilvy Group India Contributing Agency 1 : Vanilla Films Contributing Agency 2 : IPG	Savlon Swasth India Mission	The World's First Hand Ambassador	ITC Limited	Finalist
7	The Womb Communications	Truecaller	SPAM TO SCAM: THE BHARAT JOURNEY OF A GLOBAL BRAND	Truecaller	Finalist
8	MullenLowe Lintas Group, India Contributing Agency 1 : Toaster India Contributing Agency 2 : DENTSU CREATIVE INDIA	Google Safety Center	THE ANTI-SCAM DRIVE	Google India	Finalist
9	McCann Worldgroup India Contributing Agency 1 : White Rivers Media	Dettol	Designing for impatience	Reckitt (India) Ltd.	Finalist
10	MullenLowe Lintas Group, India	Vim	MISSION VIM-POSSIBLE!	Hindustan Unilever Limited	Finalist
11	McCann Worldgroup India	Dr. Reddy's	A mirror that changed the way people looked at diabetes	Dr. Reddy's Laboratories Ltd	Finalist
12	Toaster	Google Search	Maine Bola	Google India	Finalist
13	DDB Mudra Group	Meesho	The Invisible Entrepreneur	Meesho	Finalist

34B. Positive Change - Social Good – Non-Profit

1	Leo Burnett India Contributing Agency 1 : Sociowash Contributing Agency 2 : EssenceMediacom Contributing Agency 3 : Dialogue Factory Contributing Agency 4 : Madison PR	P&G Shiksha	Addressing The Invisible Gap In The Indian Education System	Procter & Gamble	Bronze
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34C. Positive Change - Social Good – Diversity, Equity & Inclusion

1	McCann Worldgroup India	Ujjivan	An Envelope that sealed the fate of women	Ujjivan Small Finance Bank Ltd.	Gold
2	Leo Burnett India	Josh	Content that creates a safe space for women	VerSe India	Silver
3	DDB Mudra Group	McDonald's	Because they said a burger needed both hands	Hardcastle Restaurants Pvt. Ltd.	Silver
4	Leo Burnett India Contributing Agency 1 : EssenceMediacom	Pampers	Pampers solves for the case of absent fathers	Procter & Gamble	Bronze
5	The Womb Communications	Piramal Finance	Have documents ever stopped anyone from defaulting?	PIRAMAL CAPITAL AND HOUSING FINANCE LIMITED	Bronze
6	MullenLowe Lintas Group, India	Future Generali India Insurance	Family Redefined	Future Generali India Insurance	Bronze
7	McCann Worldgroup India	Hero	Dismantling a phrase that pigeonholed a gender	Hero MotoCorp	Bronze
8	Ogilvy Group India Contributing Agency 1 : Wavemaker	Cadbury Dairy Milk	Proud Sponsors of the Ground Staff	Mondelez India Pvt. Ltd.	Finalist
9	Ogilvy Group India Contributing Agency 1 : Chrome Pictures Contributing Agency 2 : Mindshare India Contributing Agency 3 : MSL India	Dove	Dove's journey from GOOD to LOVED	Hindustan Unilever Limited	Finalist
10	MullenLowe Lintas Group, India	Vim	MISSION VIM-POSSIBLE!	Hindustan Unilever Limited	Finalist
11	Leo Burnett India Contributing Agency 1 : Sociowash Contributing Agency 2 : EssenceMediacom Contributing Agency 3 : Dialogue Factory Contributing Agency 4 : Madison PR	P&G Shiksha	Addressing The Invisible Gap In The Indian Education System	Procter & Gamble	Finalist
12	Ogilvy Group India	KFC	TEACHING INDIA TO #SPEAKSIGN	KFC India	Finalist
13	MullenLowe Lintas Group, India Contributing Agency 1 : Toaster India Contributing Agency 2 : OML Entertainment Pvt. Ltd	Google Lens	Search what you see	Google India	Finalist

35. David v/s Goliath

1	L&K Saatchi & Saatchi	Zepto	TRAILBLAZING THROUGH QUICK COMMERCE	Kiranakart Zepto	Silver
2	DDB Mudra Group Contributing Agency 1 : EssenceMediacom	Indeed Job Portal	How a job portal relearned where to look for jobs	Indeed India	Bronze
3	Hungry Films Contributing Agency 1 : DDB Mudra Group	ACKO Insurance	Winning Mumbaikars through an Ode to Mumbai	Acko General Insurance Co.	Finalist

36A. Integrated Advertising Campaign: Products

1	Ogilvy Group India Contributing Agency 1 : Chrome Pictures Contributing Agency 2 : Mindshare India Contributing Agency 3 : MSL India	Dove	Dove's journey from GOOD to LOVED	Hindustan Unilever Limited	Silver
2	Flibbr Consulting	Mountain Dew	No Fear Is Too Small	PepsiCo	Bronze
3	Ogilvy Group India Contributing Agency 1 : Wavemaker Contributing Agency 2 : Sporjo	Cadbury Dairy Milk	Cheer for all Sports	Mondelez India Pvt. Ltd.	Finalist
4	Leo Burnett India	Doritos	How Doritos Sizzlin' Hot won India's spiciness by telling Indians to not have Sizzlin' Hot	PepsiCo	Finalist
5	BBDO India	Ariel	See the Signs #ShareTheLoad	Procter & Gamble	Finalist
6	McCann Worldgroup India Contributing Agency 1 : Wavemaker	Perfetti	When shining a new light won over Gen Z	PERFETTI VAN MELLE INDIA PVT. LTD.	Finalist
7	Ogilvy Group India Contributing Agency 1 : Wavemaker Contributing Agency 2 : Good Morning Films	Cadbury Bournvita	Cadbury Bournvita Presents – The Boy Who Failed.	Mondelez India Pvt. Ltd.	Finalist
8	Ogilvy Group India Contributing Agency 1 : Thinkpot Films	PUMA	Why should sport be an extra-curricular	Puma Sports India Pvt. Ltd	Finalist
9	Ogilvy Group India Contributing Agency 1 : Wavemaker Contributing Agency 2 : MINDS Foundation Contributing Agency 3 : ADSMN Interactive	Cadbury Dairy Milk Silk	How far is too far for love?	Mondelez India Pvt. Ltd.	Finalist
10	McCann Worldgroup India Lead Agency 2 : Performics, Publicis Groupe	ITC Aashirvaad	HOW AASHIRVAAD MULTIGRAIN GOT INDIA TO LISTEN TO ITS GUT	ITC Aashirvaad	Finalist
11	Ogilvy Group India Contributing Agency 1 : Hogarth India	Sprite	SPRITE JOKE IN A BOTTLE	The Coca Cola Company	Finalist

36B. Integrated Advertising Campaign: Non-Products

1	The Womb Communications	Piramal Finance	Have documents ever stopped anyone from defaulting?	PIRAMAL CAPITAL AND HOUSING FINANCE LIMITED	Bronze
2	Leo Burnett India	Healthians	How Healthians hijacked culture to make diagnostics India's business-as-usual	EXPEDIENT HEALTHCARE MARKETING	Finalist
3	Leo Burnett India Contributing Agency 1 : Prodigious	Spotify	Mad Meets Math: How Spotify Transformed Millions of Data Stories into Social Currency	Spotify India	Finalist

37A. Sustained Success: Products

1	Ogilvy Group India Contributing Agency 1 : Wavemaker Contributing Agency 2 : DeltaX Contributing Agency 3 : rephrase.ai	Cadbury Celebrations	Not Just a Box of Chocolates	Mondelez India Pvt. Ltd.	Gold
2	MullenLowe Lintas Group, India Contributing Agency 1 : Rapport	Surf Excel	Surf Excel: Making Embracing Dirt a Billion Dollar Business	Hindustan Unilever Limited	Silver
3	BBDO India	Ariel	See the Signs of Silent Separation #ShareTheLoad	Procter & Gamble	Silver
4	Leo Burnett India Contributing Agency 1 : EssenceMediacom Contributing Agency 2 : Network 18 India Contributing Agency 3 : ActiMedia Pvt Ltd Contributing Agency 4 : MSL India	Whisper	Keep Girls In School	Procter & Gamble	Bronze
5	McCann Worldgroup India	Paytm	Making money talk since 2019	Paytm	Bronze
6	McCann Worldgroup India	Nescafe	Creating India's Coffee Generation	Nestle India Limited	Bronze
7	DBB Mudra Group	Stayfree	IT'S JUST A PERIOD – ONLY IF EVERYONE AGREES	Kenvue Inc.	Bronze
8	DBB Mudra Group	Royal Enfield	The Royal Enfield Myth - From Irrelevance to Iconicity	Royal Enfield (Eicher Motors)	Bronze
9	Ogilvy Group India Contributing Agency 1 : Wavemaker	Cadbury Dairy Milk	Cadbury Dairy Milk Sustained - Kuch Achha Ho Jaaye, Kuch Meetha Ho Jaaye	Mondelez India Pvt. Ltd.	Finalist
10	Famous Innovations Digital Creative Pvt. Ltd.	Men's Platinum Jewellery	The Platinum Standard of masculine Style	Platinum Guild International	Finalist
11	MullenLowe Lintas Group, India Contributing Agency 1 : Wavemaker Contributing Agency 2 : TREE DESIGN PVT. LTD. Contributing Agency 3 : ADFACTORS PR Contributing Agency 4 : ICARUS DESIGN PRIVATE LIMITED	Tata Tea Premium	HOW A LEGENDARY TEA BRAND TURNED OVER A NEW LEAF	Tata Consumer Products Limited	Finalist

12	Leo Burnett India	Sting	Creating the energy category in India, at lightning speed	PepsiCo	Finalist
13	McCann Worldgroup India Contributing Agency 1 : Wavemaker	Perfetti	How a candy made it to mother's grocery list	PERFETTI VAN MELLE INDIA PVT. LTD.	Finalist
14	Ogilvy Group India Contributing Agency 1 : Mindshare India	Kellogg's Muesli and Granola	HOW KELLOGG'S CHANGED INDIA'S BREAKFAST HABITS BY TURNING THE PRODUCT TRUTH INSIDE-OUT	Kellogg's	Finalist
15	MullenLowe Lintas Group, India	Havells Fans	Hawa Badlegi : The Winds of change	Havells India Limited	Finalist
16	DDB Mudra Group Contributing Agency 1 : BBDO Contributing Agency 2 : Network Advertising Contributing Agency 3 : EssenceMediacom	Snickers	USING INDIA'S SWEET AND SAVOURY TOOTH TO SATISFY ITS HUNGER	Mars International India Pvt. Ltd.	Finalist

37B. Sustained Success: Services

1	McCann Worldgroup India Contributing Agency 1 : Plan International (India Chapter)	Dettol	The Journey of Transforming India's Hygiene and Health	Reckitt (India) Ltd.	Gold
2	Leo Burnett India Contributing Agency 1 : Prodigious	Spotify	How To Achieve & Maintain Category Leadership Across 4 years	Spotify India	Gold
3	McCann Worldgroup India	Paytm	Paytm Karo- How a brand became a verb	Paytm	Silver
4	DDB Mudra Group Contributing Agency 1 : Hyperlink Brand Solutions Contributing Agency 2 : Blackboard communications Contributing Agency 3 : Laqshya Media	Instagram	INSTAGRAM'S BATTLE AGAINST ITS OWN PERFECTION	Meta	Finalist
5	DDB Mudra Group	Meesho	HOW MEESHO UNLOCKED TRUE VALUE FOR MASS INDIA	Meesho	Finalist

38. New Product or Service

1	L&K Saatchi & Saatchi	Zepto	TRAILBLAZING THROUGH QUICK COMMERCE	Zepto	Gold
2	The Womb Communications Contributing Agency 1 : Digitas	Matter e-bike	Making Matter matter	Matter Motor Works	Silver
3	DDB Mudra Group	I-activ Menstrual Cup	Cup Talk: Trust Your Sis!	Piramal Pharma Ltd.	Silver
4	McCann Worldgroup India Contributing Agency 1 : White Rivers Media	Dettol	Designing for impatience	Reckitt (India) Ltd.	Silver
5	Leo Burnett India	Lay's	Democratising technology to help farmers fight climate change	PepsiCo	Silver
6	Ogilvy Group India Contributing Agency 1 : Good Morning Films Contributing Agency 2 : Mindshare India Contributing Agency 3 : MSL India	Dove	Man Enough To Care	Hindustan Unilever Limited	Bronze
7	McCann Worldgroup India	Hero	Un-scooter	Hero MotoCorp	Bronze
8	The Womb Communications	upGrad Study Abroad	Jealous Indian Dads	upGrad	Finalist
9	OML Entertainment Pvt. Ltd. Contributing Agency 1 : Misha Ghose	OPPO Reno8 T	OPPO Reno8 T - A Step Above	OPPO Mobiles India Pvt. Ltd.	Finalist
10	Ogilvy Group India Contributing Agency 1 : Mindshare India	Pantaloons	The Judgemental Cat	Pantaloons	Finalist
11	Leo Burnett India	Kurkure Playz	Made Kurkure Young Again	PepsiCo	Finalist
12	L&K Saatchi & Saatchi	JioMart	REDEFINING THE IDEA OF E-COMMERCE	JioMart (Reliance Retail Ltd.)	Finalist
13	Ogilvy Group India Contributing Agency 1 : Interactive Avenues Pvt. Ltd. Contributing Agency 2 : WLDD Private Limited Contributing Agency 3 : Nian Media Private Limited (Behindwoods)	Bingo! Hashtags	MAKING SNACK-TALK TRENDIER THAN TECH-TALK	ITC Limited	Finalist
14	DENTSU CREATIVE INDIA	Uber	Uber Rentals	Uber India Systems Private Limited	Finalist
15	Ogilvy Group India Contributing Agency 1 : Wavemaker Contributing Agency 2 : Schbang Digital Solutions Pvt. Ltd.,	Center Fruit	Candyland Reshaped: Center Fruit's ₹2 Ball Gum That Changed the Game	PERFETTI VAN MELLE INDIA PVT. LTD.	Finalist
16	McCann Worldgroup India	PhonePe Car Insurance	Selling Insurance without selling insurance	PhonePe	Finalist

39. Influencer Marketing

1	Ogilvy Group India Contributing Agency 1 : EssenceMediacom Contributing Agency 2 : Hogarth India	Thums Up	Thums Up - Toofani Biryani Hunt	The Coca Cola Company	Gold
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2	Leo Burnett India Contributing Agency 1 : Wavemaker	Oreo	Can a cookie help India win the World Cup?	Mondelez India Pvt. Ltd.	Silver
3	Leo Burnett India Contributing Agency 1 : EssenceMediacom Contributing Agency 2 : Network 18 India Contributing Agency 3 : Little Giant Films Contributing Agency 4 : ActiMedia Pvt. Ltd.	Whisper	Missing Chapter for Moms	Procter & Gamble	Silver
4	Disney+ Hotstar Contributing Agency 1 : BBH India (Publicis Groupe)	Disney+ Hotstar	Disney+ Hotstar: Thoda Ruk Shah Rukh	Disney+ Hotstar	Bronze
5	Brand David Communications Pvt. Ltd. Lead Agency 2 : Ogilvy Group India Contributing Agency 1 : Hungry Films Contributing Agency 2 : IPG	Vivel VedVidya	How we got Grandmoms to sell a beauty soap	ITC Limited	Bronze
6	McCann Worldgroup India Contributing Agency 1 : Wavemaker	Perfetti	Just add Juzt jelly	PERFETTI VAN MELLE INDIA PVT. LTD.	Bronze
7	Enormous	Samsonite	Tested Like Samsonite	SAMSONITE	Bronze
8	DDB Mudra Group Contributing Agency 1 : KRDS	MTV	When real life influencers actively engaged an AI influencer FOC	Viacom18	Bronze
9	MullenLowe Lintas Group, India Contributing Agency 1 : Famous Innovations Contributing Agency 2 : Avian WE PR Agency Contributing Agency 3 : Laqshya Media Contributing Agency 4 : Wavemaker	Absolut Glassware	Be An #AbsolutAlly	Pernod Ricard India - IB	Bronze
10	Ogilvy Group India Contributing Agency 1 : Wavemaker Contributing Agency 2 : The Hindu Group Publishing Private Limited	Cadbury Dairy Milk	A SWEET CELEBRATION OF TAMIL NADU	Mondelez India Pvt. Ltd.	Finalist
11	Leo Burnett India	Doritos	Cheat the Heat	PepsiCo	Finalist
12	Leo Burnett India	Sting	Electrifying the ordinary with Sting energy	PepsiCo	Finalist
13	Leo Burnett India Contributing Agency 1 : EssenceMediacom Contributing Agency 2 : Mindtree	Whisper	The undoing of India's biggest heist	Procter & Gamble	Finalist
14	Social Panga Contributing Agency 1 : Eleve Media	KitKat India	KitKat - Catch A Break by Social Panga & Eleve Media	Nestle India Limited	Finalist
15	MullenLowe Lintas Group, India Contributing Agency 1 : Toaster India Contributing Agency 2 : DENTSU CREATIVE INDIA	Google Safety Center	THE ANTI-SCAM DRIVE	Google India	Finalist
16	Leo Burnett India	Pepsi	Becoming a culture maker for the audacious Indian youth	PepsiCo	Finalist
17	Ogilvy Group India Lead Agency 2 : Good Creator Co Contributing Agency 1 : Firecracker Contributing Agency 2 : Mindshare India	Dove	STRAIGHTENING OUT BIASES, NOT CURLS.	Hindustan Unilever Limited	Finalist
18	Leo Burnett India	Burger King	Burger King pranked a big celebrity to successfully launch a new menu and got away with it.	Burger King India	Finalist
19	DDB Mudra Group Lead Agency 2 : Universal Music Group for Brands - India Contributing Agency 1 : PHD Media	Royal Challenge	Inviting India to influence the new bold	Diageo India	Finalist
20	Netflix India Contributing Agency 1 : EO2 Exp. Contributing Agency 2 : Rebellion Contributing Agency 3 : Boomranng Creative Contributing Agency 4 : Plankton Collective	Netflix	The Stream Edition	boAt- Imagine Marketing Limited Client Company 2 : Netflix India	Finalist
21	McCann Worldgroup India	Education USA	Making American education great again	Education USA	Finalist
22	Magnon eg+	Philips BT1000 Male Grooming	Isse Nahi Katega Campaign	Philips India	Finalist

23	Ogilvy Group India Contributing Agency 1 : Thinkpot Films	PUMA	Why should sport be an extra-curricular	Puma Sports India Pvt. Ltd.	Finalist
24	MullenLowe Lintas Group, India	YouTube-Creating for India	YouTube-Creating for India	Google India	Finalist
25	MullenLowe Lintas Group, India	Vim	VIM-FLUENCING A CHANGE!	Hindustan Unilever Limited	Finalist
26	Havas Worldwide	Durex	Love Loud and Proud, Love Louder and Prouder	Reckitt (India) Ltd.	Finalist
27	McCann Worldgroup India	Maybelline New York	How a New York Brand Gatecrashed Indian Weddings	Maybelline New York	Finalist
28	DENTSU CREATIVE INDIA	IKEA	MAKING BANGALOREANS LOVE SOMETHING NEW	IKEA India	Finalist
29	DDB Mudra Group Contributing Agency 1 : Wavemaker	Netflix India	Netflix's audacious tryst with Indian primetime	Netflix India	Finalist
30	MullenLowe Lintas Group, India	HealthifyMe	Demystifying weight loss, one Indian at a time	HealthifyMe Wellness Private Limited	Finalist
31	DDB Mudra Group	I-activ	Cup Talk: Trust your Sis!	Piramal Pharma Ltd.	Finalist

40. Use Of Data

1	Leo Burnett India	Lay's	Democratising technology to help farmers fight climate change	PepsiCo	Gold
2	DDB Mudra Group	Instagram	How Instagram taught India to fit more Reel into their real.	Meta	Silver
3	McCann Worldgroup India	Ceregrow	Using Big Data for every little beti-beta	Nestle India Limited	Bronze

41. The Internal Marketing Award

1	The Womb Communications	Astral Pipes	A hidden secret behind the wall	Astral Limited	Finalist
2	Leo Burnett India	Doritos	Sizzlin' Hot wins LinkedIn by bringing the Devil to Doritos	PepsiCo	Finalist

42. The Disruptive Differentiators Award

1	The Womb Communications	Truecaller	SPAM TO SCAM: THE BHARAT JOURNEY OF A GLOBAL BRAND	Truecaller	Silver
2	McCann Worldgroup India	Hero	Dismantling a phrase that pigeonholed a gender	Hero MotoCorp	Silver
3	DDB Mudra Group	Stayfree	GETTING BOYS STARTED ON THEIR FIRST PERIOD	Kenvue Inc.	Silver
4	DDB Mudra Group	Gulf Oil	A Safety Net for India's '37th caste'	Gulf Oil Lubricants India Ltd.	Bronze
5	Ogilvy Group India Contributing Agency 1 : EssenceMediacom	Coca-Cola	Hug to Unlock Magic	The Coca Cola Company	Finalist
6	Ogilvy Group India Contributing Agency 1 : Wavemaker Contributing Agency 2 : DeltaX	Cadbury Celebrations	Diwali Shops For Shopless	Mondelez India Pvt. Ltd.	Finalist
7	Disney+ Hotstar Contributing Agency 1 : BBH India (Publicis Groupe)	Disney+ Hotstar	Disney+ Hotstar: Thoda Ruk Shah Rukh	Disney+ Hotstar	Finalist
8	TALENTED WEBCO Contributing Agency 1 : Web Dimension	Cleartrip	OR TRAVEL ON CLEARTRIP SALE	Cleartrip	Finalist
9	TALENTED WEBCO Contributing Agency 1 : Web Dimension Contributing Agency 2 : Stonks Studios	Swiggy	WITASA	Swiggy	Finalist
10	MullenLowe Lintas Group, India Contributing Agency 1 : Adfactors PR Pvt. Ltd.	Fastrack Sunglasses	Reclaiming sunglasses from the clutches of vanity	Titan Company Limited	Finalist
11	Leo Burnett India	Sting	Creating the energy category in India, at lightning speed	PepsiCo	Finalist
12	Ogilvy Group India Contributing Agency 1 : Viral Fission	Bajaj Pulsar N160	The (Un)Censored Ad	Bajaj Auto Limited	Finalist
13	Ogilvy Group India Contributing Agency 1 : Interactive Avenues Pvt. Ltd. Contributing Agency 2 : WLDD Private Limited Contributing Agency 3 : Nian Media Private Limited (Behindwoods)	Bingo! Hashtags	MAKING SNACK-TALK TRENDIER THAN TECH-TALK	ITC Limited	Finalist
14	MullenLowe Lintas Group, India Contributing Agency 1 : Toaster India Contributing Agency 2 : OML Entertainment Pvt. Ltd	Google Lens	Search what you see	Google India	Finalist
15	McCann Worldgroup India	BharatPe	Giving India's shopkeepers their own ad agency	Resilient Innovations Pvt. Ltd.	Finalist
16	McCann Worldgroup India Lead Agency 2 : Madison World	Daawat	How we won the whole year with a single day	LT Foods Ltd.	Finalist
17	Ogilvy Group India Contributing Agency 1 : Wavemaker	Cadbury 5 Star	Doing Nothing Makes You Unmissable	Mondelez India Pvt. Ltd.	Finalist
18	Ogilvy Group India Contributing Agency 1 : Wavemaker Contributing Agency 2 : Vanilla Films Contributing Agency 3 : Qench Contributing Agency 4 : Mindtree	Cadbury Bournvita	Cadbury Bournvita Presents – The Forced Pack.	Mondelez India Pvt. Ltd.	Finalist
19	Enormous	Rapido	Taking on Public Transport with Bike Taxi	Rapido	Finalist
20	Ogilvy Group India Contributing Agency 1 : Wavemaker	Cadbury Gems	Fun Updated	Mondelez India Pvt. Ltd.	Finalist

21	DDB Mudra Group Contributing Agency 1 : KRDS	MTV	When Indian Rap needed a Robotic rescue	Viacom18	Finalist
22	MullenLowe Lintas Group, India	HP Pavilion	HP Pavilion 2.0	HP India Sales Pvt. Ltd.	Finalist
23	DDB Mudra Group	McDonald's	Because they said a burger needed both hands	Hardcastle Restaurants Pvt. Ltd.	Finalist
24	MullenLowe Lintas Group, India	Info Edge India Limited	Jeevansathi	Info Edge India Ltd.	Finalist
25	DDB Mudra Group	Royal Enfield	A brand community that values itself 7000x	Royal Enfield (Eicher Motors)	Finalist
26	DDB Mudra Group	Meesho	The Invisible Entrepreneur	Meesho	Finalist

43A. Small Budgets – Products

1	DDB Mudra Group	Stayfree	GETTING BOYS STARTED ON THEIR FIRST PERIOD	Kenvue Inc.	Silver
2	Ogilvy Group India	KFC	TEACHING INDIA TO #SPEAKSIGN	KFC India	Silver
3	Enormous	Samsonite	Tested Like Samsonite	SAMSONITE	Bronze
4	Enormous	Asahi	Outside, stays outside	Asahi	Finalist
5	DDB Mudra Group	Royal Enfield	A brand community that values itself 7000x	Royal Enfield (Eicher Motors)	Finalist

43B. Small Budgets – Services

1	McCann Worldgroup India	Ujjivan	An Envelope that sealed the fate of women	Ujjivan Small Finance Bank Ltd.	Gold
2	DDB Mudra Group	Meesho	The Invisible Entrepreneur	Meesho	Silver
3	The Womb Communications	upGrad Tech	Become unfireable	upGrad	Bronze
4	Leo Burnett India	Lay's	How potato chip leader Lay's is helping curb toxic pollution in North India	PepsiCo	Bronze

44. Carpe Diem

1	Leo Burnett India Contributing Agency 1 : Wavemaker	Oreo	Oreo ends a 21yr old War in Tamil Nadu	Mondelez India Pvt. Ltd.	Finalist
2	TALENTED WEBCO Contributing Agency 1 : Web Dimension Contributing Agency 2 : Stonks Studios	Swiggy	WITASA	Swiggy	Finalist
3	MullenLowe Lintas Group, India Contributing Agency 1 : Wavemaker Contributing Agency 2 : TREE DESIGN PVT. LTD. Contributing Agency 3 : Ad Factors PR Contributing Agency 4 : M-Monks Digital Media Private Limited	Tata Tea Premium	HOW TATA TEA PREMIUM BLENDED INTO ODISHA'S CULTURAL FABRIC	Tata Consumer Products Limited	Finalist
4	MullenLowe Lintas Group, India	Britannia NutriChoice Diabetic Friendly Essentials	GIVING THE WORLD DIABETES CAPITAL, THE POWER OF HEALTHY INFORMATION	Britannia Industries Ltd.	Finalist
5	MullenLowe Lintas Group, India	HealthifyMe	Demystifying weight loss, one Indian at a time	HealthifyMe Wellness Private Limited	Finalist
6	Leo Burnett India	Mountain Dew	When Mountain Dew changed its iconic line 'Darr Ke Aage Jeet Hai'	PepsiCo	Finalist
7	MullenLowe Lintas Group, India	Future Generali India Insurance	Family Redefined	Future Generali India Insurance	Finalist
8	McCann Worldgroup India Lead Agency 2 : Madison World	Daawat	How we won the whole year with a single day	LT Foods Ltd.	Finalist
9	Ogilvy Group India Contributing Agency 1 : Wavemaker	Cadbury 5 Star	Doing Nothing Makes You Unmissable	Mondelez India Pvt. Ltd.	Finalist
10	Ogilvy Group India Contributing Agency 1 : Wavemaker	Cadbury 5 Star	5 Star Mush Detector	Mondelez India Pvt. Ltd.	Finalist
11	McCann Worldgroup India	G20	Democratizing diplomacy	Ministry of External Affairs	Finalist
12	Momentum MENA, Dubai Lead Agency 2 : Initiative MENA	Yas Island	Yas Hai Khaas	Yas Island	Finalist
13	Interactive Avenues Pvt. Ltd. Contributing Agency 1 : Mediabrands Content Studio India	Spotify India	Spotify - Podcast Pe Suna	Spotify India	Finalist
14	The Womb Communications	Scaler Tech	Tested Hunger Positive	Scaler	Finalist
15	Ogilvy Group India	Raga by Titan	LISTEN TO HER RAGA	Titan Company Limited	Finalist
16	Leo Burnett India	Sting	Hijacking culture with Sting	PepsiCo	Finalist
17	Ogilvy Group India Contributing Agency 1 : Thinkpot Films	PUMA	Why should sport be an extra-curricular	Puma Sports India Pvt. Ltd.	Finalist
18	Ogilvy Group India	Thums Up	How Thums Up gave millions access to the best seat in Cricket	The Coca Cola Company	Finalist
19	DDB Mudra Group	Stayfree	GETTING BOYS STARTED ON THEIR FIRST PERIOD	Kenvue Inc.	Finalist
20	Toaster India	Google India	India Ki Udaan: Google celebrates 75 years of India's flight	Google India	Finalist
21	DDB Mudra Group Contributing Agency 1 : PHD Media India	McDowell's No. 1	YAARI, MEHFIL AND MCDOWELL'S NO.1	Diageo India	Finalist
22	McCann Worldgroup India	Flipkart	Bringing back the festive joy to a nation reeling from inflation	Flipkart Internet Pvt. Ltd.	Finalist
23	DDB Mudra Group	McDonald's	Elephant in the festive calendar = Ramzan.	Hardcastle Restaurants Pvt. Ltd.	Finalist
24	McCann Worldgroup India	Maybelline New York	How a New York Brand Gatecrashed Indian Weddings	Maybelline New York	Finalist

25	MullenLowe Lintas Group, India	Maruti Suzuki Jimny	INSPIRED BY TRUE STORIES	Maruti Suzuki India Pvt. Ltd.	Finalist
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45. Commerce & Shopper Marketing					
1	McCann Worldgroup India	Maggi	Why save the best for last?	Nestle India Limited	Silver
2	McCann Worldgroup India	Maggi	From Maggi lovers to Maggi moms	Nestle India Limited	Silver
3	MullenLowe Lintas Group, India	Maruti Suzuki Driving School	The DAD certified driving school	Maruti Suzuki India Pvt. Ltd.	Silver
4	Leo Burnett India	Cleartrip	ClearTrip' Clear Advantage: Rescuing India from Travel Anxiety	Cleartrip	Bronze
5	DENTSU CREATIVE INDIA	KFC	KFC Howzzat - India's Most Screamed at Campaign during IPL	KFC India	Bronze
6	McCann Worldgroup India	Colin	Daag acche nahin hain	Reckitt (India) Ltd.	Finalist
7	McCann Worldgroup India Lead Agency 2 : Madison World	Daawat	How we won the whole year with a single day	LT Foods Ltd.	Finalist

GRAND EFFIE					
NO.	Lead Agency	Brand	Entry Title	Client	Category
1	Enormous	Jaquar	Unimaginable Brand Extensions	Jaquar	15. Home Furnishings & Appliances

EFFIE INDIA CLIENT OF THE YEAR

Mondelez India Pvt. Ltd.

EFFIE INDIA AGENCY OF THE YEAR

McCann Worldgroup India