

# DIGITAL & MOBILE SHORTLIST - GOAFEST 2019

Category Code	Main Category	Sub Category	Entry No.	Brand	Campaign
10AA	Digital & Mobile	Websites / Microsites Brand Website	9	Hindustan Unilever Limited	HUL Vending solutions - Brand website
10AA	Digital & Mobile	Websites / Microsites Brand Website	11	Bira 91	Website Revamp : Creating a Hub of Brand Love
10AA	Digital & Mobile	Websites / Microsites Brand Website	13	Coco Soul	Coco Soul Website
10AA	Digital & Mobile	Websites / Microsites Brand Website	14	Dasra	Redesign the website
10AA	Digital & Mobile	Websites / Microsites Brand Website	15	Bajaj NoMarks	Bajaj Nomarks - Skintress Chatbot
10AA	Digital & Mobile	Websites / Microsites Brand Website	16	Air-O-Water	Air-O-Water - Making water from air
10AA	Digital & Mobile	Websites / Microsites Brand Website	19	Asian Paints	Asian Paints enters Ecommerce segment
10AB	Digital & Mobile	Websites / Microsites Brand Microsites	1	Amazon Prime Video	Mirzapur
10AB	Digital & Mobile	Websites / Microsites Brand Microsites	3	Swiggy	Not A Round Roti
10AB	Digital & Mobile	Websites / Microsites Brand Microsites	7	Tata Steel	We Also Make Tomorrow
10AB	Digital & Mobile	Websites / Microsites Brand Microsites	8	Mahindra Comviva	A Decade of Transforming Lives: 10 Years of mobility Money
10AB	Digital & Mobile	Websites / Microsites Brand Microsites	10	Flipkart Internet services Pvt Ltd.	Penguin Dad
10AB	Digital & Mobile	Websites / Microsites Brand Microsites	12	adidas Originals	adidas Originals #ConnectedByColors
10AB	Digital & Mobile	Websites / Microsites Brand Microsites	13	Intuit	Intuit Tech Titans
10AB	Digital & Mobile	Websites / Microsites Brand Microsites	14	Soulfull Smoothix	Smoothix Microsite
10AB	Digital & Mobile	Websites / Microsites Brand Microsites	15	Exotel	Exotel Year in Review
10AB	Digital & Mobile	Websites / Microsites Brand Microsites	16	Project Nanhi Kali	#PowerlessQueen
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	1	Adani Group	Jugnoo Zindagi Ka
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	3	UBER India Systems Ltd.	Jersey Knows No Gender
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	4	UBER India Systems Ltd.	Love Moves Forward
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	5	Swiggy	Not A Round Roti
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	8	Sangbad Pratidin	Pujor Face - Augmented Reality Face Filters for Durga Puja
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	17	TVS Credit	#SorryForTheConvenience
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	19	Central	How Central got the Fashion Runway on Instagram with India's first ever fashion Instacast
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	20	Central	Red Haute Saturday: How did Central create differentiation during the sale season?
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	21	Miniklub	How did social media help MiniKlub to create brand affinity and increase its audience engagement through an innovative content approach?
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	23	Adani Enterprises Ltd.	Jugnoo Zindagi Ka
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	25	Disney International HD	#365DaysofDIHD
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	26	Uber Eats	Eats Like A Foodie Campaign
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	28	The Times of India	Flirt With Your City
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	29	Duroflex Mattresses	#EnergiseMom Campaign

10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	30	OnePlus	Engaging a Community of Mobile Photographers to Build High Quality Content for OnePlus #ShotonOnePlus
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	32	Maruti Suzuki	WagonR Love Stories
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	36	ZAP Subscribe	#MakeHerYours - Social Media Campaign - ZAP Subscribe
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	38	Kerala Tourism	Soccer at 60
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	40	StarPlus	Kulfi Kumar Bajewala
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	41	Kala HIT	Asli Villain
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	43	DHL Express, India	The Fastest Crowdsourced Chant
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	44	Hyundai	Brilliant Moments with Hyundai
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	45	Marks and Spencer	M&S- Bra Fit Campaign
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	46	National Geographic India	Megaicons - Born Great or Made
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	47	Bajaj Allianz Life Insurance	#36SecPlankChallenge
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	49	Fabindia Overseas Pvt. Ltd.	#IndigoGram
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	50	National Geographic India	World Environment Day – Planet or Plastic
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	51	Kansai Nerolac Paints	Colour Trails
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	52	adidas Originals	adidas Originals #ConnectedByColors
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	53	Cadbury Dairy Milk Silk	Valentine's Day Campaign - Pop Your Heart Out
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	54	Reebok India	Reebok UnREST
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	55	Aditya Birla Capital - Life Insurance	#GuaranteeShake
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	57	McDowell's No.1	No.1 Yaari Patrol
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	58	The Times Of India	Sindoor Khela #NoConditionsApply
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	60	DBS Bank	DBS Sparks
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	61	Airtel	Airtel T20 Villain Hunt
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	62	Zee Hindustan	Khabrein khud bolengi
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	63	Kores	Children See, Children Do
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	64	HP India	Umeed ka Diya
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	65	adidas	adidas FIFA World Cup
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	66	Samsung	Samsung Galaxy Note9 #1TBChallenge
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	69	Haier Appliances India Pvt Ltd	#SelfCleanWithHaier
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	72	Samsonite -American Tourister	American Tourister's Curio creates a unique positioning using Hard To Let Go habits
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	74	Lenovo	#ReadyForDual
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	75	Tata Motors Commercial Vehicle	Photo OK Please
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	76	Jaslok Hospital and Research Centre	The Unlikeable Posts
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	77	Jaslok Hospital and Research Centre	Infant CPR
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	80	ScoopWhoop	#SabKaSabarimala
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	81	Sony Pictures Networks India Pvt Ltd	#SingForFootball
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	82	CASTROL INDIA LIMITED	Castrol Active Inspires India's Youth to #ProtectWhatYouLove

10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	83	Mahindra Tractors	#SowTheFuture empowering the second generation farmers with tailor made content on-the-go
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	84	Amazon Prime Video	Mirzapur
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	85	Early Salary	The Month End Collection
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	86	URI: The Surgical Strike	Mission: Torrents   A campaign that changed an Indian law in 22 days
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	88	ScoopWhoop	What's Your Score?
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	92	URI: The Surgical Strike	Probe Bot - World's First Interrogation Bot
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	93	Platinum Days of Love	#FriendsFirst
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	94	URI: The Surgical Strike	The Deceptive Strike   Experience What A Surgical Strike Feels Like
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	96	Snapdeal and Save the Children	#KidsNotForSale
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	99	Durex	Durex AiR
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	101	Godrej aer	Father's Day - #WishWithATwist
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	102	URI - The Surgical Strike	URI: Mission Torrents
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	104	Star Movies Select India	Judge A Person By Their Cover
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	105	Zero by Red Chillies Entertainment	@BauuaSingh - India's Favourite Fictional Character of 2018
10BA	Digital & Mobile	Social Media (Co-Creation / Crowd sourcing / Response etc.)	106	Kwality Walls	Talking Ice Creams - The Unofficial Partners of IPL!
10BB	Digital & Mobile	Social Media (Tools/Applications)	1	Sangbad Pratidin	Pujor Face - Augmented Reality Face Filters for Durga Puja
10BB	Digital & Mobile	Social Media (Tools/Applications)	3	Samsung Electronics	Bixby Voice Forever
10BB	Digital & Mobile	Social Media (Tools/Applications)	8	National Geographic	AI driven solution for International Tiger Day Campaign
10BB	Digital & Mobile	Social Media (Tools/Applications)	10	Park Avenue	Voyage to Sunburn
10BB	Digital & Mobile	Social Media (Tools/Applications)	11	ZEE TV	Sa Re Ga Ma Pa - Rashtriya Sangeet Party
10BB	Digital & Mobile	Social Media (Tools/Applications)	12	National Geographic	AI driven solution for International Tiger Day Campaign#Know My Stripes
10BB	Digital & Mobile	Social Media (Tools/Applications)	15	Baby Seamed	Fire Alarm
10BB	Digital & Mobile	Social Media (Tools/Applications)	16	Tata Motors Commercial Vehicle	Photo OK Please
10BB	Digital & Mobile	Social Media (Tools/Applications)	17	Jaslok Hospital and Research Centre	The Unlikeable Posts
10BB	Digital & Mobile	Social Media (Tools/Applications)	18	Jaslok Hospital and Research Centre	Infant CPR
10BB	Digital & Mobile	Social Media (Tools/Applications)	19	Grofers	Insta Offer Parade
10BB	Digital & Mobile	Social Media (Tools/Applications)	20	MTV	Gotcha!
10BB	Digital & Mobile	Social Media (Tools/Applications)	22	Kings XI Punjab	Red Forever
10BB	Digital & Mobile	Social Media (Tools/Applications)	23	Godrej Properties	Kuch Apna Sa
10BB	Digital & Mobile	Social Media (Tools/Applications)	24	URI: The Surgical Strike	Probe Bot - World's First Interrogation Bot
10BB	Digital & Mobile	Social Media (Tools/Applications)	25	URI - The Surgical Strike	URI: Probe Bot
10BB	Digital & Mobile	Social Media (Tools/Applications)	26	Star Movies Select India	Personalization 2.0
10CA	Digital & Mobile	Games (Online)	2	Flipkart Internet Private Limited	Big Billion Days Hagggle Bot
10CA	Digital & Mobile	Games (Online)	7	Fox Star Studios	Be Like Sanju
10CA	Digital & Mobile	Games (Online)	8	Godrej Locking Solutions & Systems	How Godrej Locks Educated Users About Advantis Through the IQ Test Mini Game

10CA	Digital & Mobile	Games (Online)	10	MTV	Bas Phoonk Hi Toh Maarni Hai
10CA	Digital & Mobile	Games (Online)	11	Airtel	Airtel T20 Villain Hunt
10CA	Digital & Mobile	Games (Online)	14	Baby Sebamed	Fire Alarm
10CA	Digital & Mobile	Games (Online)	15	MTV	When India Dared To Stare
10CA	Digital & Mobile	Games (Online)	16	ScoopWhoop	What's Your Score?
10CA	Digital & Mobile	Games (Online)	17	URI: The Surgical Strike	Probe Bot - World's First Interrogation Bot
10CA	Digital & Mobile	Games (Online)	18	Project Nanhi Kali	#PowerlessQueen
10CB	Digital & Mobile	Games (Others)	2	Dainik Jagran	Casino Grande : GAME THEORY TO GENERATE AD REVENUES
10CB	Digital & Mobile	Games (Others)	3	Aditya Birla Group	Van Heusen Move Labs VR
10CB	Digital & Mobile	Games (Others)	4	Mondelez	The virtual Cadbury-Oreo tour
10CB	Digital & Mobile	Games (Others)	5	adidas	adidas FIFA World Cup
10DA	Digital & Mobile	Technology (Utility/Tool)	3	Leadership Centre Pvt. Ltd.	Leadership Centre - Creative use of Tool & Technology
10DA	Digital & Mobile	Technology (Utility/Tool)	4	Disney India	Disney Junior Birthday Book
10DA	Digital & Mobile	Technology (Utility/Tool)	5	Decathlon Sports India	Decathlon: Data-Driven Analytics Decodes Shopping Behavior, Increasing Efficiency & Maximizing ROI
10DA	Digital & Mobile	Technology (Utility/Tool)	7	Samsung Electronics	Bixby Voice Forever
10DA	Digital & Mobile	Technology (Utility/Tool)	8	Hyundai	Hyundai - Save My Game Football Helpline
10DA	Digital & Mobile	Technology (Utility/Tool)	13	National Geographic	AI driven solution for International Tiger Day Campaign#Know My Stripes
10DA	Digital & Mobile	Technology (Utility/Tool)	14	Nutrela Health	Nutrela's Healthy Recipe Calendar
10DA	Digital & Mobile	Technology (Utility/Tool)	15	Godrej Script	#EmoteWithScript
10DA	Digital & Mobile	Technology (Utility/Tool)	17	GODREJ PROPERTIES.	Kuch Apna Sa
10DA	Digital & Mobile	Technology (Utility/Tool)	18	Script by Godrej	#EmoteWithScript
10DA	Digital & Mobile	Technology (Utility/Tool)	19	URI - The Surgical Strike	Probe Bot - World's First Interrogation Bot
10DA	Digital & Mobile	Technology (Utility/Tool)	20	URI - The Surgical Strike	URI: Probe Bot
10DB	Digital & Mobile	Technology (Installations)	1	UNITED SPIRITS LIMITED (Diageo India)	Johnny Walker - Mission to Mars
10DB	Digital & Mobile	Technology (Installations)	2	Honda Motors & Scooters India Private Limited.	Honda - Light up Dreams
10DB	Digital & Mobile	Technology (Installations)	4	Mondelez Cadbury Dairy Milk Silk	Pop Your Heart Out. Say It With Silk
10DB	Digital & Mobile	Technology (Installations)	6	radio mango	distance campaign
10DB	Digital & Mobile	Technology (Installations)	7	StarPlus	Kasautii Zindagii Kay
10DB	Digital & Mobile	Technology (Installations)	8	Greenscape Eco Management Pvt. Ltd.	Tiny Bugs Tweet
10DB	Digital & Mobile	Technology (Installations)	9	Liva Fluid Fashion	The Responsible Smart Mirror
10DB	Digital & Mobile	Technology (Installations)	10	Park Avenue	Voyage to Sunburn
10DB	Digital & Mobile	Technology (Installations)	11	adidas	adidas FIFA World Cup
10DB	Digital & Mobile	Technology (Installations)	12	Chakra Tea	Chai-Fi
10DC	Digital & Mobile	Technology (Others)	1	Reliance Jio	JioInteract - Humane AI for the next billion internet users
10DC	Digital & Mobile	Technology (Others)	2	Osram Lighting Pvt Ltd	OSRAM - Save the Ocean
10DC	Digital & Mobile	Technology (Others)	4	Sangbad Pratidin	Pujor Face - Augmented Reality Face Filters for Durga Puja
10DC	Digital & Mobile	Technology (Others)	5	Amazon Prime Video	Comicstaan - Best use of Technology (Twitter)
10DC	Digital & Mobile	Technology (Others)	7	Casio	Stay Cool Stay Tough Stay Fit

10DC	Digital & Mobile	Technology (Others)	9	Forevermark Diamonds	India's First Audio Enabled UGC Banner
10DC	Digital & Mobile	Technology (Others)	10	Godrej Security Solutions	India's First Voice Enabled Mobile Banner to Celebrate Mother's Day
10DC	Digital & Mobile	Technology (Others)	11	Flipkart Internet Private Limited	Big Billion Days Hagggle Bot
10DC	Digital & Mobile	Technology (Others)	12	General Nutrition Center (Guardian Healthcare Services Pvt. Ltd.)	GNC TypoFit
10DC	Digital & Mobile	Technology (Others)	13	Samsung	Samsung Galaxy Note9 #1TBChallenge
10DC	Digital & Mobile	Technology (Others)	18	Jaslok Hospital and Research Centre	Infant CPR
10DC	Digital & Mobile	Technology (Others)	19	URI: The Surgical Strike	Mission: Torrents   A campaign that changed an Indian law in 22 days
10DC	Digital & Mobile	Technology (Others)	21	ScoopWhoop	What's Your Score?
10DC	Digital & Mobile	Technology (Others)	22	URI - The Surgical Strike	URI: Mission Torrents
10E	Digital & Mobile	Search	2	Raymond Limited	#TailorYourStyle
10E	Digital & Mobile	Search	3	Zee Hindustan	Khabre Khud Bolengi
10E	Digital & Mobile	Search	4	VOXPOP	How Google helped to sell t-shirts for free
10E	Digital & Mobile	Search	5	Karma Animal Foundation	Bitches Near Me Takeover
10E	Digital & Mobile	Search	6	RACOLD by Aristin Thermo	Mind Your Language
10E	Digital & Mobile	Search	8	Kurkure	Share Kurkure Not Rumours
10F	Digital & Mobile	Use of Email	1	Hiranandani Communities	Hiranandani Communities - H for Happiness (Environmental Sustainability)
10G	Digital & Mobile	Best in Innovations on OTTs or Content Platforms	1	Imperial Blue Men Will Be Men	Imperial Blue Men Will Be Men
10G	Digital & Mobile	Best in Innovations on OTTs or Content Platforms	2	Asian Paints Corporate	Where the Heart Is
10G	Digital & Mobile	Best in Innovations on OTTs or Content Platforms	3	Uber Eats	Eats Like A Foodie Campaign
10G	Digital & Mobile	Best in Innovations on OTTs or Content Platforms	4	Brooke Bond Red Label	India's first Isspeshal Band
10G	Digital & Mobile	Best in Innovations on OTTs or Content Platforms	5	Legrand India	Vibes don't lie
10G	Digital & Mobile	Best in Innovations on OTTs or Content Platforms	6	Mountain Dew	Conquering The Mountain Within
10G	Digital & Mobile	Best in Innovations on OTTs or Content Platforms	7	Quaker	Kitchen Khanna and Konversations Ft.2
10H	Digital & Mobile	Best in Creator Partnerships	1	Amazon Prime Video	Mirzapur
10H	Digital & Mobile	Best in Creator Partnerships	2	Swiggy	Not A Round Roti
10H	Digital & Mobile	Best in Creator Partnerships	3	Swiggy	"IPL JORDINDIAN" for SWIGGY
10H	Digital & Mobile	Best in Creator Partnerships	4	Disney India	Mickey's 90th Birthday
10H	Digital & Mobile	Best in Creator Partnerships	5	Bindass	Bindass & Under25 - Watch You Language
10H	Digital & Mobile	Best in Creator Partnerships	6	The Times of India	Flirt With Your City
10H	Digital & Mobile	Best in Creator Partnerships	8	ZAP Subscribe	If Salary were a person - ZAP Subscribe
10H	Digital & Mobile	Best in Creator Partnerships	9	Zoomcar	Little Ways to say I Love You - Zoomcar
10H	Digital & Mobile	Best in Creator Partnerships	11	Marks and Spencer	M&S - Bra Fit Challenge
10H	Digital & Mobile	Best in Creator Partnerships	13	Tetra Pak India	Cartons Le Aao, Classroom Banao
10H	Digital & Mobile	Best in Creator Partnerships	15	Fortune Foods	Abar Pet Pujo
10H	Digital & Mobile	Best in Creator Partnerships	17	Trends	The Drool-Worthy Denim Challenge
10H	Digital & Mobile	Best in Creator Partnerships	18	Samsonite -American Tourister	Making #Swagpack a social style sensation
10H	Digital & Mobile	Best in Creator Partnerships	19	ScoopWhoop	#SabKaSabarimala
10H	Digital & Mobile	Best in Creator Partnerships	20	Sony Pictures Networks India Pvt Ltd	#SingForFootball

10H	Digital & Mobile	Best in Creator Partnerships	21	IDFC BANK	IDFC Banks Hits a Home run with Bachhe Bhi Jaante hai among Young Adults
10I	Digital & Mobile	Best in Moment Marketing	1	Bajaj Allianz General Insurance Company Limited	Good Riddance, Mr. Bob Svagene!
10I	Digital & Mobile	Best in Moment Marketing	2	Bajaj Allianz General Insurance Company Limited	Riding on FIFA World Cup Fever to Connect with the Youth!
10I	Digital & Mobile	Best in Moment Marketing	3	UBER India Systems Ltd	Lower The Window
10I	Digital & Mobile	Best in Moment Marketing	6	The Times of India	Flirt With Your City
10I	Digital & Mobile	Best in Moment Marketing	7	Brand Factory	Moment Marketing
10I	Digital & Mobile	Best in Moment Marketing	11	Samsonite	#KeralalsOpen
10I	Digital & Mobile	Best in Moment Marketing	12	Godrej Security Solutions	Activating India's First Voice Enabled Mobile Banner to Celebrate Mother's Day
10I	Digital & Mobile	Best in Moment Marketing	13	Bobbi Brown	Weather based AI banners helps women choose the right primer for the right climatic skin conditions
10I	Digital & Mobile	Best in Moment Marketing	15	ALTBalaji	Gandii Baat V/S Lust Stories
10I	Digital & Mobile	Best in Moment Marketing	17	CIPLA	CIPLA - Busting Myths the Right Way
10I	Digital & Mobile	Best in Moment Marketing	18	Bajaj Allianz Life Insurance	Dancing Uncle Gets Bonus
10I	Digital & Mobile	Best in Moment Marketing	19	Aditya Birla Capital Health Insurance	When Health Insurance Takes Up the #KikiChallenge
10I	Digital & Mobile	Best in Moment Marketing	20	Bajaj NoMarks	Native Insta-Roadblock
10I	Digital & Mobile	Best in Moment Marketing	22	adidas	adidas FIFA World Cup
10I	Digital & Mobile	Best in Moment Marketing	25	Greenscape Eco Management Pvt. Ltd.	Tiny Bugs Tweet
10I	Digital & Mobile	Best in Moment Marketing	26	Jaslok Hospital and Research Centre	The Unlikeable Posts
10I	Digital & Mobile	Best in Moment Marketing	27	ScoopWhoop	#SabKaSabarimala
10I	Digital & Mobile	Best in Moment Marketing	28	Jaslok Hospital and Research Centre	Infant CPR
10I	Digital & Mobile	Best in Moment Marketing	29	Karma Animal Foundation	Bitches Near Me Takeover
10I	Digital & Mobile	Best in Moment Marketing	30	Grofers	Insta Offer Parade
10I	Digital & Mobile	Best in Moment Marketing	31	ScoopWhoop	What's Your Score?
10I	Digital & Mobile	Best in Moment Marketing	33	CEAT Tyres	#RoadSafetyAptHai
10I	Digital & Mobile	Best in Moment Marketing	34	Volvo	Breathe Free
10I	Digital & Mobile	Best in Moment Marketing	36	Kwality Walls	Talking Ice Creams - The Unofficial Partners of IPL!
10J	Digital & Mobile	Best In Platform Innovation	1	Holiday Inn Express	More Than Ready
10J	Digital & Mobile	Best In Platform Innovation	6	Flipkart Internet Private Limited	Big Billion Days 2018- IGTV Tug of War
10J	Digital & Mobile	Best In Platform Innovation	7	Flipkart Internet Private Limited	Big Billion Days Hagggle Bot
10J	Digital & Mobile	Best In Platform Innovation	8	Sangbad Pratinidin	Pujor Face - Augmented Reality Face Filters for Durga Puja
10J	Digital & Mobile	Best In Platform Innovation	9	Amazon Prime Video	Comicstaan - Best in platform innovation (Twitter)
10J	Digital & Mobile	Best In Platform Innovation	11	Treo	Innovative use of Instagram by Treo
10J	Digital & Mobile	Best In Platform Innovation	12	Imperial Blue Men Will Be Men	Imperial Blue Dil Dosti Daftar
10J	Digital & Mobile	Best In Platform Innovation	13	Samsung Electronics	Bixby Voice Forever
10J	Digital & Mobile	Best In Platform Innovation	17	Kala HIT	Asli Villain
10J	Digital & Mobile	Best In Platform Innovation	18	Amazon Prime Video	Comicstaan - Innovative Use of GIFs
10J	Digital & Mobile	Best In Platform Innovation	20	Uber	Isse Apni hi Gaadi Samjho
10J	Digital & Mobile	Best In Platform Innovation	22	Colors	Khatron ke khiladi

10J	Digital & Mobile	Best In Platform Innovation	24	National Geographic India	Planet or Plastic - Story that Stays
10J	Digital & Mobile	Best In Platform Innovation	25	McDowell's No.1	No.1 Yaari Patrol
10J	Digital & Mobile	Best In Platform Innovation	26	Park Avenue	Voyage to Sunburn
10J	Digital & Mobile	Best In Platform Innovation	27	Mattel Toys India Limited	Swipe Right On UNO
10J	Digital & Mobile	Best In Platform Innovation	28	Flipkart Internet services Pvt Ltd.	No Kidding Days - Edit History
10J	Digital & Mobile	Best In Platform Innovation	29	Airtel	Airtel T20 Villain Hunt
10J	Digital & Mobile	Best In Platform Innovation	30	Flipkart Internet services Pvt Ltd.	Penguin Dad
10J	Digital & Mobile	Best In Platform Innovation	31	Trends	The Fully Festive GIF Pack
10J	Digital & Mobile	Best In Platform Innovation	32	Samsung	Samsung Galaxy Note9 #1TBChallenge
10J	Digital & Mobile	Best In Platform Innovation	33	adidas	adidas FIFA World Cup
10J	Digital & Mobile	Best In Platform Innovation	34	Tata Motors Commercial Vehicle	Photo OK Please
10J	Digital & Mobile	Best In Platform Innovation	35	Jaslok Hospital and Research Centre	The Unlikeable Posts
10J	Digital & Mobile	Best In Platform Innovation	36	ScoopWhoop	#SabKaSabarimala
10J	Digital & Mobile	Best In Platform Innovation	37	HDFC Life	#TLCReminder
10J	Digital & Mobile	Best In Platform Innovation	39	Grofers	Insta Offer Parade
10J	Digital & Mobile	Best In Platform Innovation	40	MTV	Gotcha!
10J	Digital & Mobile	Best In Platform Innovation	42	URI: The Surgical Strike	Mission: Torrents   A campaign that changed an Indian law in 22 days
10J	Digital & Mobile	Best In Platform Innovation	44	URI: The Surgical Strike	Probe Bot - World's First Interrogation Bot
10J	Digital & Mobile	Best In Platform Innovation	45	Suicide Prevention India Foundation	Give Subtitles To Suicide
10J	Digital & Mobile	Best In Platform Innovation	47	Godrej aer	Father's Day - #WishWithATwist
10J	Digital & Mobile	Best In Platform Innovation	48	URI - The Surgical Strike	URI: Mission Torrents
10K	Digital & Mobile	Mobile/Tablet Site	1	Swiggy	Not A Round Roti
10K	Digital & Mobile	Mobile/Tablet Site	3	MTV	When India Dared To Stare
10K	Digital & Mobile	Mobile/Tablet Site	4	MTV	Bas Phoonek Hi Toh Maarni Hai
10K	Digital & Mobile	Mobile/Tablet Site	5	Asian Paints	Asian Paints E-commerce Website Facilitates Home Makeover on the Go
10K	Digital & Mobile	Mobile/Tablet Site	6	Project Nanhi Kali	#PowerlessQueen
10L	Digital & Mobile	Mobile/Tablet Apps	2	Godrej HIT	Saving lives by connecting platelet seekers and donors
10L	Digital & Mobile	Mobile/Tablet Apps	6	Maiam Whistle	Makkal Needhi Maiam's whistleblowing app
10L	Digital & Mobile	Mobile/Tablet Apps	7	Sri Chaitanya School	School Digitization
10L	Digital & Mobile	Mobile/Tablet Apps	11	URI: The Surgical Strike	Probe Bot - World's First Interrogation Bot
10M	Digital & Mobile	Mobile Technology	1	Reliance Jio	JioInteract - Humane AI for the next billion internet users
10M	Digital & Mobile	Mobile Technology	2	Flipkart Internet Private Limited	Big Billion Days Hagggle Bot
10M	Digital & Mobile	Mobile Technology	3	Sangbad Pratidin	Pujor Face - Augmented Reality Face Filters for Durga Puja
10M	Digital & Mobile	Mobile Technology	5	Godrej HIT	Saving lives by connecting platelet seekers and donors
10M	Digital & Mobile	Mobile Technology	6	Maiam Whistle	Makkal Needhi Maiam's whistleblowing app
10M	Digital & Mobile	Mobile Technology	9	Thugs Of Hindostan	Firangi from Thugs of Hindostan on Google Maps
10M	Digital & Mobile	Mobile Technology	10	Grand Hyatt Kochi	Grand Hyatt Kochi Bolgatty
10M	Digital & Mobile	Mobile Technology	11	MTV	When India Dared To Stare
10M	Digital & Mobile	Mobile Technology	12	MTV	The 'M-Powering' Banner

10M	Digital & Mobile	Mobile Technology	14	MTV	Bas Phoonk Hi Toh Maarni Hai
10M	Digital & Mobile	Mobile Technology	21	2baconil	12weeksnot12months
10M	Digital & Mobile	Mobile Technology	22	SBI Life Insurance	Yoga Day
10N	Digital & Mobile	Mobile Games	1	adidas	adidas FIFA World Cup
10N	Digital & Mobile	Mobile Games	2	MTV	When India Dared To Stare
10N	Digital & Mobile	Mobile Games	3	Amadeus Labs	Stellar Code
10N	Digital & Mobile	Mobile Games	4	ScoopWhoop	What's Your Score?
10N	Digital & Mobile	Mobile Games	5	MTV	Bas Phoonk Hi Toh Maarni Hai
10N	Digital & Mobile	Mobile Games	6	URI - The Surgical Strike	Probe Bot - World's First Interrogation Bot
10O	Digital & Mobile	Mobile Messaging	1	CNN-News18	Voice of Bengaluru
10O	Digital & Mobile	Mobile Messaging	4	Godrej Security Solutions	Effective Brand Storytelling in a Comic strip format via PUSH NOTIFICATIONS
10O	Digital & Mobile	Mobile Messaging	7	Amazon Prime	When the world of Prime comes to you
10O	Digital & Mobile	Mobile Messaging	8	Tata Motors Commercial Vehicle	Photo OK Please
10O	Digital & Mobile	Mobile Messaging	9	Saffola	Beat The Crave