1. AUTO TWO WHEELERS (Joint winners)

**TVS Jupiter - Zyada ka fayda**

Client: TVS Motor
Creative agency: Dentsu Communications, Bengaluru

**Bajaj V – Invincible**

Client: Bajaj Auto
Creative agency: Leo Burnett

2. CONSUMER ELECTRONICS

**Micromax Unite 4 - Angrezipanti ko dikhao angootha**

Client: Micromax
Creative agency: Creativeland Asia

3. MEDIA and ENTERTAINMENT

**Dainik Bhaskar - Zidd karo duniya badlo**

Client: Dainik Bhaskar
Creative agency: Ogilvy & Mather

4. CORPORATE

**Mahindra - Seed the Rise for India's Farmers**

Client: Mahindra Group
Creative Agency - Flying Cursor
5. FASHION and ACCESSORIES

Titan Raga - Break the Bias
Client: Titan Company Ltd
Creative agency: Ogilvy & Mather

6. FOOD and BEVERAGES

Pepsi - Pepsi thi, pi gaya
Client: Pepsico
Creative agency: J. Walter Thompson

7. GOVT. / MINISTRIES

Indian Army - The Most Exciting Job
Client: Indian Army
Creative agency: Grey Group India

8. HOME CARE

Ariel - Dads Share the Load
Client: P&G India
Creative agency: BBDO India

9. INSURANCE

Max Life - Sachchi Advice
Client: Max Life
Creative agency: Ogilvy & Mather

10. ONLINE COMMERCE

Flipkart - Flipkart matlab bilkul pakka
Client: Flipkart
Creative agency: Lowe Lintas Bengaluru
11. PERSONAL CARE

He Deo - Hai Respect Toh Spray Respect

Client: Emami
Creative agency: Leo Burnett

12. TELECOM / INTERNET / IT / APPS

Vodafone Supernet

Client: Vodafone
Creative agency: Ogilvy & Mather

13. TRAVEL, TOURISM, HOSPITALITY

Rajasthan Tourism - Jaane Kya Dikh Jaye

Client: Rajasthan Tourism
Creative agency: Ogilvy & Mather

14. PHARMA / WELLNESS / HEALTHCARE

IAPC - Last Words

Client: Indian Association of Palliative Care
Creative: Medulla Healthcare Communications

15. FITTINGS AND FIXTURES

Wintech - Soundproof Diwali

Client: NCL Wintech
Creative agency: J. Walter Thompson