

# IndIAA Awards 2025 – Winners

Sr No	Category
1	<b>AUTOMOTIVES &amp; ACCESSORIES</b> Hero Vida Scooter Vs EV  Client : Hero MotoCorp Ltd Creative Agency: Creativeland Asia Group Media Agency: WPP Media
2	<b>BANKING AND FINANCE</b> HDFC Mutual Fund Zindagi Ke Liye SIP   We are all investors  Client : HDFC Mutual Fund Creative Agency: BBH India Media Agency: DDB Mudra
3	<b>CONSUMER DURABLES &amp; UTILITIES</b> Native RO by Urban Company Filter Toh Pagal Hai   Lambi Judai  Client: Urban Company Creative Agency: Manja Media Agency: IPG Mediabrands India
4	<b>CONSUMER ELECTRONICS</b> Gabit Smart Ring #WhatAreYouTracking  Client: Gabit Creative Agency: Moonshot
5	<b>CORPORATE <i>(Joint Winners in this category)</i></b> (i) Adani Group Pehle Pankha Aayega, Phir Bijli Aayegi  Client : Adani Group Creative Agency: Ogilvy India Media Agency : DDB Mudramax
(ii)	Nanhi Kali Lessons From a Football  Client : Mahindra Group Creative Agency: Ogilvy India Media Agency : Interactive Avenues
6	<b>ENTERTAINMENT &amp; MEDIA, GAMING</b> Dream 11 Aapki Team Mein Kaun?

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	<p>Client: Dream 11          Creative Agency: Tilt Brand Solution &amp; ZeroFifty          Media Agency: Wavemaker India</p>
<b>7</b>	<b>FASHION &amp; ACCESSORIES - <i>(Joint Winners in this category)</i></b>
(i)	<p>Campus #MoveYourWay</p> <p>Client : Campus Activewear          Creative Agency: Moonshot          Media Agency : WPP Media.</p>
(ii)	<p>Tanishq Rivaah, Marriage crafted by you</p> <p>Client : Titan Company Limited          Creative Agency: Lowe Lintas          Media Agency : Madison Media</p>
<b>8</b>	<p><b>FOOD &amp; BEVERAGES</b>          Kitkat Break Par Sirf Break</p> <p>Client : Nestle India          Creative Agency: VML          Media Agency : Zenith (Publicis Media)</p>
<b>9</b>	<p><b>Home Care Essentials, Misc. Home Goods &amp; Stationery</b>          Eveready Ultima Lasts 400 pc Longer   In 10 Minutes On Zepto</p> <p>Client : Eveready Industries India          Media Agency: Starcomm</p>
<b>10</b>	<p><b>Home Decor, Infra &amp; Fittings</b>          Asian Paints Socha Bhi Nahin Hoga</p> <p>Client : Asian Paints Ltd          Agency : Ogilvy India          Media Agency : Madison Media</p>
<b>11</b>	<p><b>INSURANCE</b>          General Insurance Council Achaa Kiya Insurance Liya</p> <p>Client: General Insurance          Creative Agency: Lowe Lintas</p>

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<b>12</b>	<b>Online Classifieds, Commerce &amp; Services - (Joint Winners in this category)</b>
<b>(i)</b>	Swiggy Instamart Name It, We'll Get It. In 10 Mins.  Client : Swiggy Ltd Creative Agency: Moonshot Media Agency : Havas Media India
<b>(ii)</b>	MakeMyTrip Acco campaign  Client : MakeMyTrip Creative Agency : Moonshot Media Agency : EssenceMediacom
<b>13</b>	<b>PERSONAL CARE</b> Colgate Indianis Dentris  Client : Colgate-Palmolive (India) Ltd Creative Agency : Ogilvy India Media Agency : Wavemaker India
<b>14</b>	<b>Pharma Hygiene &amp; Wellness</b> Protinex Test Your Strength  Client : Danone India Creative Agency : Schbang Media Agency : Wavemaker India
<b>15</b>	<b>Telecom, Technology &amp; Logistics</b> Meta AI Aaj Kya Karoge?  Client : Meta Creative Agency : DDB Mudra Media Agency: EssenceMediacom
<b>16</b>	<b>Voice of Change</b> Stayfree #BetaStayfreeLeAana  Client: Kenvue Creative Agency: DDB Mudra Media Agency : IPG Mediabrand India