

Nomination**Award****1. Affiliate & Partner Marketing**

Lyxel & Flamingo - Boat	Silver
Paytm Ads - Giva	Silver

2. AI & Creative Automation – AI-Driven Dynamic Creative Optimisation

Laqshya Media Limited	Silver
Mobavenue Media Private Limited	Gold

3. AI & Creative Automation – Creative AI Collaboration

Rediffusion Brand Solutions Private Limited	Gold
Saltinc Consulting Private Limited	Silver

4. AI Conversation Agents

Laqshya Media Limited	Gold
-----------------------	------

6. AI in Marketing – Predictive AI

Strong Metrics	Silver
Tyroo	Silver

7. Commerce & Retail Tech – Immersive Retail Tech

Orient Bell Limited	Silver
---------------------	--------

8. GenAI in Marketing – GenAI-Led Creative

Laqshya Media Limited	Silver
Salt – Kotak	Silver
Sumimoto	Silver

10. Influencer Management

Publicis	Silver
----------	--------

12. Influencer Marketing – Influencer Measurement & Analytics

Glad U Came Private Limited Gold

13. Marketing Automation – Omnichannel Marketing Automation

CereOne Media Pvt. Ltd.	Silver
Globale Media	Silver

14. OTT Innovation

ADMOTT Private Limited Silver

15 .Performance Marketing - Search, SEO, and Performance Marketing

Arm Worldwide Silver

Publicis Gold

The Trade Desk Silver

16. Programmatic & Emerging Media - Connected TV Advertising

Animmoov Digital Media Pvt Ltd – Asus Silver

Lyxel and Flamingo Silver

Mobavenue Media Private Limited Gold

17. Programmatic & Emerging Media – Interactive DOOH

Laqshya Media Limited – Tanishq Silver

Laqshya Media Limited – Tata Coffee Gold

18. Programmatic & Emerging Media – Retail Media Advertising

Cheggout Services Private Limited Silver

Paytm Ads - Versuni Gold

19. Social Media - Community & UGC Engagement

Under 25 – Oppo Silver

Vayner Media India Gold

20. Innovation

Segumento Silver