

IndIAA Awards 2023 – Winners

Sr No	Category
1	AUTOMOTIVES & ACCESSORIES - (Joint Winners in this category)
(i)	<p>TVS Ronin #Unscripted</p> <p>Client : TVS Motor Company Creative Agency: TBWA India Media Agency : Madison Media</p>
(ii)	<p>Jimny Inspired By #TrueStories</p> <p>Client: Maruti Suzuki India Limited Creative Agency: MullenLowe Lintas Group Media Agency: Mindshare</p>
2	<p>BANKING AND FINANCE</p> <p>HDFC Mutual Fund Zindagi Ke Liye SIP</p> <p>Client : HDFC Mutual Fund Creative Agency: Publicis Worldwide Media Agency: DDB Mudra</p>
3	<p>CONSUMER DURABLES & UTILITIES</p> <p>Samsonite Tested Like Samsonite</p> <p>Client : Samsonite India Creative Agency: MullenLowe Lintas Group Media Agency: Initiative Media</p>
4	<p>CONSUMER ELECTRONICS</p> <p>HP Spectre x360 Designed To Do It All</p> <p>Client : HP India Creative Agency: MullenLowe Lintas Group Media Agency: PHD</p>
5	<p>CORPORATE (Including CSR) Government PSU - (Joint Winners in this category)</p>
(i)	<p>Tata Trusts Kaise Ka Cancer Early Detection Saves Lives</p> <p>Client : Tata Trusts Creative Agency: Rediffusion Brand Solutions Pvt. Ltd Media Agency: Lodestar UM</p>

IndIAA Awards 2023 – Winners

(ii)	Axis Bank Republic Day #23In23 Client : Axis Bank Creative Agency: Grey Group Media Agency: Starcom
6	EDUCATION & LEARNING LEAD Tab Jaake Bachche Kuch Ban Paate Hain Client : LEAD School Creative Agency: TBWA India Media Agency: OMD
7	ENTERTAINMENT MEDIA - (Joint Winners in this category)
(i)	Sony SAB Jo Roz Choti Khushiyan Dete Hain, Wahi Rishtey Toh Bade Hai Client : Sony Pictures Network and Sony SAB Creative Agency: Kehat Kabira pictures Media Agency: Omnicom
(ii)	Spotify Mood Tab Hi Banega Jab Spotify Chalega Client : Spotify India Private Limited Creative Agency: Leo Burnett India Media Agency: IPG Group
8	FASHION & ACCESSORIES Tanishq Before She's Superwoman, She's Human Client : Titan Company Ltd Creative Agency: TALENTED Media Agency: Madison Media
9	FOOD & BEVERAGES Brooke Bond Red Label India's Social Network Client: Hindustan Unilever Ltd Creative Agency: OGILVY Media Agency : Fulcrum
10	HOME CARE, ESSENTIALS & MISC. HOME GOODS & STATIONERY Ariel See The Signs #ShareTheLoad Client: Procter & Gamble Creative Agency: BBDO INDIA Media Agency: Essencemediacom
11	HOME DECOR, INFRASTRUCTURE AND FITTINGS Asian Paints SmartCare Damp Proof Say No To Leakages Client : Asian Paints Ltd Creative Agency: OGILVY Media Agency : Madison Media

IndIAA Awards 2023 – Winners

12	Insurance - (Joint Winners in this category)
(i)	HDFC Life Annuity Salary After Retirement Client: HDFC Life Creative Agency: Leo Burnett India Media Agency: Zenith Optimedia
(ii)	PhonePe Tension Free Insurance Client: PhonePe Creative Agency: The Script Room Media Agency: Lodestar UM
13	Online Classifieds, Commerce & Services - (Joint Winners in this category)
(i)	Indeed #HireBetter Client: Indeed Creative Agency: DDB Mudra Group Media Agency: Essencemediacom
(ii)	MilkBasket 12am Tak Order, 7am Tak Deliver Client: Reliance Retail Ventures Ltd Creative Agency: BBDO INDIA Media Agency: Vibrant
14	Personal Care Dove #StopTheBeautyTest 2022 The Beauty Report Card Client: Hindustan Unilever Creative Agency: OGILVY Media Agency: Fulcrum
15	Pharma, Hygiene and Wellness Prega News #MarkOfStrength Client : Mankind Pharma Creative Agency: SG Media Media Agency: Prachar
16	Real Estate & Related Housing.com Parr Se Perfect Client : Housing.com Creative Agency: McCann Worldgroup Media Agency: Wavemaker
17	Telecom, Technology & Logistics Truecaller Tera Call Laal Client : True Software Scandinavia AB Creative Agency: The Womb Media Agency: Wavemaker

IndIAA Awards 2023 – Winners

18	Travel, Tourism & Hospitality (including online apps and classifieds) Cleartrip Clear Advantage Client : Cleartrip Creative Agency: Leo Burnett Media Agency: Essencemediacom
19	VOICE OF CHANGE Stayfree This Daughter's Day Tell Your Sons It's Just A Period Client : Kenvue Agency : DDB Mudra Media Agency: Lodestar UM