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| **Sr No**  | **Category**  |
| **1** | **AUTOMOTIVES & ACCESSORIES** Gulf Oil | Pride | Insta Pick UpClient : Gulf Oil Creative Agency: DDB Mudra |
| **2** | **BANKING AND FINANCE**CRED | Favour | Upgrade To CRED UPIClient : CRED Creative Agency: Moonshot  |
| **3** | **CONSUMER DURABLES & UTILITIES** Samsonite | Tested Like Samsonite (2024)Client : Samsonite India Creative Agency: Social BeatMedia Agency : IPG Mediabrands India |
| **4** | **CONSUMER ELECTRONICS** Fire-Boltt | Gale Toh MilClient : Boltt (Savex Technologies)Creative Agency: MoonshotMedia Agency : EssenceMediacom |
| **5** | **CORPORATE *(Joint Winners in this category)***  |
| **(i)** | TVS Motor Company | Protect Little RidersClient : TVS Motor CompanyCreative Agency: MullenLowe Lintas GroupMedia Agency : Motivator |
| **(ii)** | DailyHunt | Elections | One Vote Client : DailyHunt (VerSe Innovation) Creative Agency: What's Your ProblemMedia Agency : EssenceMediacom |
| **6** | **EDUCATION & LEARNING** Henry Harvin | Upskilling Courses | Stuck In The Wrong Job?Client : Henry Harvin EducationCreative Agency: Inhouse Media Agency : Henry Harvin Pvt Ltd |
| **7** | **ENTERTAINMENT & MEDIA, GAMING** Prime Video | Everyone Is Talking Prime | Tripathy | BajpayeeClient : Prime Video India Creative Agency: ManjaMedia Agency : IPG Mediabrands India |
| **8** | **FASHION & ACCESSORIES** CaratLane | Postcards | Khul Ke Karo ExpressClient : CaratLaneCreative Agency: BBH IndiaMedia Agency : Madison Media  |
| **9** | **FOOD & BEVERAGES - *(Joint Winners in this category)*** |
| **(i)** | Brooke Bond Red Label | Swad Apnepan Ka | TrainClient: Hindustan Unilever LtdCreative Agency: Ogilvy  Media Agency : Mindshare |
| **(ii)** | Lahori Zeera | Har Koi Peera Lahori ZeeraClient : Lahori ZeeraCreative Agency: Enormous BrandsMedia Agency : Scribbles |
| **10** | **Home Care Essentials, Misc. Home Goods & Stationery**Harpic | LoocatorClient : ReckittCreative Agency: tgthrMedia Agency : Wavemaker |
| **11** | **Home Decor, Infra & Fittings** Fevicol | JugalbandhiClient : PidiliteCreative Agency : Ogilvy India Media Agency : Madison Media  |
| **12** | **INSURANCE** PhonePe | Stop Running Away | Monthly PremiumClient : PhonePeCreative Agency : The Script Room |
| **13** | **Online Classifieds, Commerce & Services** Swiggy | Gulab Jamun Uncle Returns | Right On TimeClient : Swiggy Media Agency : Havas Media India  |
| **14** | **PERSONAL CARE** Colgate MaxFresh | Neend Bagao Taazgi JagaoClient : Colgate-Palmolive (India) LtdCreative Agency : Ogilvy India Media Agency : Wavemaker  |
| **15** | **Pharma Hygiene & Wellness** Bold Care | #TakeBoldCareOfHerClient : Bold Care Creative Agency : Moonshot  |
| **16** | **Real Estate & Related** Housing.com | Housing Assist | Parr Se Perfect (2024)Client : Housing.comCreative Agency : McCann WorldgroupMedia Agency : Havas Media India  |
| **17** | **Telecom, Technology & Logistics** Google | Dhoondenge Toh MilegaClient : Google Creative Agency : ToasterMedia Agency : EssenceMediacom |
| **18** | **Travel, Tourism & Hospitality** redBus | Yeh Time Pass Skip KaroClient : RedBusCreative Agency : Leo Burnett IndiaMedia Agency: Wavemaker |
| **19**  | **Voice of Change - *(Joint Winners in this category)*** |
| **(i)** | St. Jude India ChildCare Centres | The Impossible ChoiceClient: St. Jude India ChildCare Centres Creative Agency: Ogilvy India  Media Agency : Mindshare |
| **(ii)** | Urban Company | Chhoti Soch, Bada KaamClient : Urban Company Creative Agency: Talented  |