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| **Sr No** | **Category** |
| **1** | **AUTOMOTIVES & ACCESSORIES**  Gulf Oil | Pride | Insta Pick Up  Client : Gulf Oil  Creative Agency: DDB Mudra |
| **2** | **BANKING AND FINANCE**  CRED | Favour | Upgrade To CRED UPI  Client : CRED  Creative Agency: Moonshot |
| **3** | **CONSUMER DURABLES & UTILITIES**  Samsonite | Tested Like Samsonite (2024)  Client : Samsonite India  Creative Agency: Social Beat  Media Agency : IPG Mediabrands India |
| **4** | **CONSUMER ELECTRONICS**  Fire-Boltt | Gale Toh Mil  Client : Boltt (Savex Technologies)  Creative Agency: Moonshot  Media Agency : EssenceMediacom |
| **5** | **CORPORATE *(Joint Winners in this category)*** |
| **(i)** | TVS Motor Company | Protect Little Riders  Client : TVS Motor Company  Creative Agency: MullenLowe Lintas Group  Media Agency : Motivator |
| **(ii)** | DailyHunt | Elections | One Vote  Client : DailyHunt (VerSe Innovation)  Creative Agency: What's Your Problem  Media Agency : EssenceMediacom |
| **6** | **EDUCATION & LEARNING**  Henry Harvin | Upskilling Courses | Stuck In The Wrong Job?  Client : Henry Harvin Education  Creative Agency: Inhouse  Media Agency : Henry Harvin Pvt Ltd |
| **7** | **ENTERTAINMENT & MEDIA, GAMING**  Prime Video | Everyone Is Talking Prime | Tripathy | Bajpayee  Client : Prime Video India  Creative Agency: Manja  Media Agency : IPG Mediabrands India |
| **8** | **FASHION & ACCESSORIES**  CaratLane | Postcards | Khul Ke Karo Express  Client : CaratLane  Creative Agency: BBH India  Media Agency : Madison Media |
| **9** | **FOOD & BEVERAGES - *(Joint Winners in this category)*** |
| **(i)** | Brooke Bond Red Label | Swad Apnepan Ka | Train  Client: Hindustan Unilever Ltd  Creative Agency: Ogilvy  Media Agency : Mindshare |
| **(ii)** | Lahori Zeera | Har Koi Peera Lahori Zeera  Client : Lahori Zeera  Creative Agency: Enormous Brands  Media Agency : Scribbles |
| **10** | **Home Care Essentials, Misc. Home Goods & Stationery**  Harpic | Loocator  Client : Reckitt  Creative Agency: tgthr  Media Agency : Wavemaker |
| **11** | **Home Decor, Infra & Fittings**  Fevicol | Jugalbandhi  Client : Pidilite  Creative Agency : Ogilvy India  Media Agency : Madison Media |
| **12** | **INSURANCE**  PhonePe | Stop Running Away | Monthly Premium  Client : PhonePe  Creative Agency : The Script Room |
| **13** | **Online Classifieds, Commerce & Services**  Swiggy | Gulab Jamun Uncle Returns | Right On Time  Client : Swiggy  Media Agency : Havas Media India |
| **14** | **PERSONAL CARE**  Colgate MaxFresh | Neend Bagao Taazgi Jagao  Client : Colgate-Palmolive (India) Ltd  Creative Agency : Ogilvy India  Media Agency : Wavemaker |
| **15** | **Pharma Hygiene & Wellness**  Bold Care | #TakeBoldCareOfHer  Client : Bold Care  Creative Agency : Moonshot |
| **16** | **Real Estate & Related**  Housing.com | Housing Assist | Parr Se Perfect (2024)  Client : Housing.com  Creative Agency : McCann Worldgroup  Media Agency : Havas Media India |
| **17** | **Telecom, Technology & Logistics**  Google | Dhoondenge Toh Milega  Client : Google  Creative Agency : Toaster  Media Agency : EssenceMediacom |
| **18** | **Travel, Tourism & Hospitality**  redBus | Yeh Time Pass Skip Karo  Client : RedBus  Creative Agency : Leo Burnett India  Media Agency: Wavemaker |
| **19** | **Voice of Change - *(Joint Winners in this category)*** |
| **(i)** | St. Jude India ChildCare Centres | The Impossible Choice  Client: St. Jude India ChildCare Centres  Creative Agency: Ogilvy India  Media Agency : Mindshare |
| **(ii)** | Urban Company | Chhoti Soch, Bada Kaam  Client : Urban Company  Creative Agency: Talented |