

Special Category									
Best Use of Social Media to launch a product or service		FBB	Gold	Social Kinnect				Add	Yash Shanghavi Sent
		Flipkart	Gold						
		Exide Life Insurance	Silver	Autumn Worldwide				Add	
		Tata Pravesh - Doors of India	Silver	Hungama Digital Services	Gold	37		Add	Not mentioned Sent
Best Use of Technology to create a seamless Brand Experience on Social Media		Flipkart	Gold				Silver	58	
Best Use of Influencers	Facebook	Nokia HMD	Gold	Chtrbox				Add	Not mentioned Sent
	Twitter	Chandon India	Gold	Triature					
		Duroflex Mattresses	Silver	Happy mcgarrybowen				Add	Kartik Iyer, Sam Not mentioned
	Instagram	Whisper	Gold	Chtrbox				Add	Not mentioned Sent
ALTBAlaji		Silver	White Rivers Media				Add	Junita Bhatia - VP Marketing & Branding	
Best Use of Video Content		PEPSI	Gold	Hungama Digital Services				Add + Rajat	Not mentioned Sent
		GAIL (India) Ltd.	Silver	Handyman				Add	Rupesh Kumar - Sent
		Panasonic India	Silver	Sociowash				Add	Amlan Pati Sent
Best UGC / Co Creation Strategy		Nerolac Healthy Paints	Silver	Hungama Digital Services				Harjyot or add	Not mentioned Sent
		Reebok India	Gold	Isobar India				Add	Nakul, Aakriti, \ Sent
		Bira 91	Silver	Isobar India				Add	Aakriti, Aishwar Sent Sent
Best Social Media Brand - Moment Marketing		Godrej GoodKnight	Silver	Schbang				Add	Rippal Bhandar Sent
Best Social Media Brand - Influencer Marketing		Godrej GoodKnight	Gold	Schbang				Add	Rippal Bhandar Sent
		Switzerland Tourism	Silver	iProspect India				Add	Not mentioned Sent
Best Social Media Brand - Cause Marketing		Manforce Condoms	Gold	Grapes Digital				Add	Eshita Sent
		OLA	Gold						
		Kailash Satyarthi Children's Foundation	Silver	Sociowash					
		Axis Bank	Silver					Don't	
Best Social Media Brand - Online Reputation		NIL	No Award						
Best Conversational Brand on Social Media		NIL	No Award						
Best Social Media Brand - Platform	Facebook	NIL	No Award						
	Instagram	National Geographic Channel	Gold	Isobar India				Add	Ilena, Saniya Sent
		FoxLife India	Gold	Isobar India				Add	Maneet, Anush Sent
Best Use of Social Media to generate leads or generate revenues		FLIPKART	Gold						
		FBB	Silver	Social Kinnect					
		Thomas Cook (India)	Silver	Logicserve Digital				Add	Not mentioned
Best Use of Branded Content and Creators		Kingfisher Ultra	Gold					Add	Not mentioned
		Kotak	Gold					Dont	
		HP Spectre	Silver	PHD Media Worldwide				Add	Shivani Chopra Sent
Best Social Media Brand - Occasional Marketing		OLA	Gold	Happy mcgarrybowen					
		Cadbury Dairy Milk Silk	Gold	Carat				Add	Anjali Krishnan Sent
		Manyavar	Silver	The Vision Intel				Add	Tulip Agarwal Sent
		Pringles India	Silver	Wunderman				Add	Sent