

Special Category				
Best Use of Social Media to launch a product or service		FBB	Gold	Social Kinnect
		Flipkart	Gold	
		Exide Life Insurance	Silver	Autumn Worldwide
		Tata Pravesh - Doors of India	Silver	Hungama Digital Services
Best Use of Technology to create a seamless Brand Experience on Social Media		FLIPKART	Gold	
Best Use of Influencers	Facebook	Nokia HMD	Gold	Chtrbox
	Twitter	Chandon India	Gold	Triature
		Duroflex Mattresses	Silver	Happy mcgarrybowen
	Instagram	Whisper	Gold	Chtrbox
ALTBAlaji		Silver	White Rivers Media	
Best Use of Video Content		PEPSI	Gold	Hungama Digital Services
		GAIL (India) Ltd.	Silver	Handyman
		Panasonic India	<b>Silver</b>	Sociowash
Best UGC / Co Creation Strategy		Nerolac Healthy Paints	<b>Silver</b>	Hungama Digital Services
		Reebok India	<b>Gold</b>	Isobar India
		Bira 91	<b>Silver</b>	Isobar India
Best Social Media Brand - Moment Marketing		Godrej GoodKnight	Silver	Schbang
Best Social Media Brand - Influencer Marketing		Godrej GoodKnight	Gold	Schbang
		Switzerland Tourism	Silver	iProspect India
		Manforce Condoms	Gold	Grapes Digital
		OLA (PeekeMatChala)	Gold	

Best Social Media Brand - Cause Marketing		Kailash Satyarthi Children's Foundation	Silver	Sociowash
		Axis Bank (MuhPeTala)	Silver	
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
		FoxLife India	Gold	Isobar India
Best Use of Social Media to generate leads or generate revenues		FLIPKART	Gold	
		FBB	Silver	Social Kinnect
		Thomas Cook (India) Ltd	Silver	Logicserve Digital
Best Use of Branded Content and Creators		Kingfisher Ultra	Gold	
		Kotak	Gold	
		HP Spectre	Silver	PHD Media Worldwide
Best Social Media Brand - Occasional Marketing		OLA (Farak Padhta Hai)	Gold	Happy mcgarrybowen
		Cadbury Dairy Milk Silk	Gold	Carat
		Manyavar	Silver	The Vision Intel
		Pringles India	Silver	Wunderman