

**INDIAA Awards 2023 —
Winners**

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

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(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

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

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