

1)	Best Strategic and Integrated Marketing brand of the year
<i>Sl No.</i>	<i>Criteria</i>
1	What are the key campaigns initiated in the last calendar year?
2	Provide details of the above campaign objectives, value proposition communicated, creative idea, communication, media plan, execution of the plan, effectiveness and results thereof?
3	Is there multichannel marketing integration (Offline & Online) ?
4	What is the total no. of customers engaged through various campaigns (both new + existing)?
5	What is the % change in sales revenue via marketing strategies? How do you measure the impact?
6	How many or what type of new-age technology were integrated for the campaigns?
7	How distinct is the Brand identity such as logo/symbol, messaging etc. (Explain)?
8	Is the marketing strategy aligning with the overall business strategy (if yes, how ?)
9	What innovation has been adopted in terms of marketing tactics as compared to its competitors?
10	Having Awards & Recognition for Strategy & Marketing ? (Awards No.s)
11	Are the retail store employees aware of the brands marketing campaigns (if yes , % of employees aligned to that)

2)	Best Digital/ Social media marketing brand of the year
<i>Sl No.</i>	<i>Criteria</i>
1	Total no. of innovative social media campaigns, the brand has taken in a year?
2	How many of these campaigns were exclusive digital campaigns (and not part of an integrated marketing campaign)?
3	Provide details of the key digital/social media campaigns- objectives, value proposition communicated, creative idea, communication, digital media plan, effectiveness - engagement and offline conversions (for sales promotion or product collection-based campaigns and results thereof
4	In which all social media platforms the brand has presence ?
5	What are the various types of content brand posts? (images, video, Text post)
6	What is the frequency of brand posts across all platforms ?
7	The active no. of followers/users, the brands engages via all platforms together?
8	% level of engagement via comments, like and share ?
9	What % of the engagement users become customers ?
10	Is there any social media community for the brand ?(if yes, how many?)
11	Does the brand have collaboration with the influencers (if yes, how many?)
12	What all social media metrics/technology brand uses to track their performance

3)	Best Omni-channel brand of the year
<i>Sl No.</i>	<i>Criteria</i>
1	How is the customer buying flexibility across online & offline (or a mix of both) ?
2	Total no. of customer engagement using mix of channels?

3	Total number of tickets(invoices) generated and fulfilled using mix of channels?
4	Are the platforms/tech Integrated for unified view across channels (Offline & Online) - (Yes/No)
5	What percentage of offline inventory is displayed online for sale?
6	Total no. of customer engagement/traffic via e-com per month/year?
7	Does the brand maintain its presence on marketplace platforms? If yes, please provide the links.
8	Total no. of customer engagement/traffic via marketplace per month/year
9	Does the brand have a mobile app apart from website (Yes/No)?
10	Total no. of customer engagement/traffic via app per month/year?
11	How many cross-channel sales promotions were undertaken to encourage customers to have a omni-channel journey? Provide details of a few of the most effective campaigns-how did the campaign drive consumers to explore and buy products and services online and offline in an integrated manner?
12	Is there any cross-channel Inventory management system ?
13	How effective is it in driving customer demands (% efficiency) and providing seamless customer experience?
14	Is there any effective Customer Analytics capturing ? And how it being done and what are the data points?
15	How does the brand ensure security and privacy to the customer data ? (which security systems or applications used for that?

4)	Best CSR impact brand of the year
<i>Sl No.</i>	<i>Criteria</i>
1	Does the brand have CSR mission and vision aligned with the business?
2	Does the brand have a separate division to drive such initiatives? If yes, how many employees are part of the department?
3	What percentage of the brand's revenue did it commit to CSR last year?
4	Is there any new/ innovative CSR initiatives taken by the brand in the last year?
5	How many sustained CSR initiatives has the brand taken up in last one year? Briefly describe those.
6	How many stakeholders and employees were engaged for the activities?
7	How many external communities/people got benefitted through the activities
8	What is the effectiveness of the activities in terms of environmental sustainability?
9	Is there any CSR initiatives for the brands employee-well being, diversity & inclusion?
10	What is the overall impact on the brand equity via the CSR activities (nos in terms of %tage revenue change, Impact on Annual sales; delta in Profit ; brand visibility). How does the brand measure this impact?
11	Is there any kind of awards/ Appreciation list : the brand got selected for CSR initiatives

5)	Best Customer Experience brand of the year
<i>Sl No.</i>	<i>Criteria</i>
1	What is total no. of footfalls (including online traffic & in-store footfalls) ? How is the footfall growing y-o-y in the last two years?

2	What are the various segments/personas of the customers, brand provides services and products to?
3	How does the brands provide user friendly buying experience both through online and in-store purchases (Omnichannel)?
4	How is the buying journey streamlined in terms of purchasing, payment, and future support to offer a great experience?
5	Is there any personalization facility for the customers?
6	Does the brand have 24X7 feedback support for both the channels?
7	What is the minimum wait time for the issue resolution ?
8	Is there any customer loyalty program? How it has affected the sales (Like %age increase/ other no.s)? What percentage of customers are part of the loyalty programme? Their contribution to top-line sales? What are the special privileges offered to the loyal customers?
9	What are the other innovative solutions, offers and services the brand provides in order to make the customer's brand experience delightful ?
10	Is there any security/privacy for customer data?
11	Is there any kind of awards/ Appreciation list : the brand got selected for Customer experience

6)	Best Workplace & People Welfare Award
<i>Sl No.</i>	<i>Criteria</i>
1	Does the brand have flexible working hours ? (Avg. working hours of an employee per week)?
2	What is the no. of leaves brand provides to its employees (Various Leave type details) ?
3	Is there any employee Wellness and Healthcare programs (Frequency of such programs in a year)?
4	Does the brand have professional development programs like Training and other skill development?
5	Does the brand have inclusive culture (Like diversity , gender equality)? Give a few instances.
6	How does the brand recognize its employees for their work (Awards and Appreciation)?
7	Is there any team building activities the brand takes up for Team skills?
8	Does the brand provide competitive compensation as per industry standards? Please mention the pay scales across the hierarchy?
9	Does the brand provide innovative workspaces (for great working environments)?Provide brief description with supportive images
10	How does the brand ensures workplace safety (Like women's safety/ newcomer exploitation)?
11	Does the brand offer performance-linked incentives? If yes, please provide details of the incentive structure?
12	Does the brand offer any profit- partnership opportunities to long-serving employees? If yes, please provide details?
13	How has the above (pt. 11 and 12) affected the sales (Like %age increase/ other no.s)?
14	Is there any kind of awards/ Appreciation list: the brand got selected for 'Workplace and people welfare'?

7)	Emerging Retail Start-up of the year
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<i>Sl No.</i>	<i>Criteria</i>
1	When and where did the first retail store launch? How did the brand grow its presence online and offline since then?
2	What is the total no. of customer base (Online & offline of the brand) ? And %tage increase in the last year?
3	What are the market and consumer insights that led to the new launch? What market gap is it filling up?
4	What sort of innovation and differentiation in products brand has created as compared to its competitors?
5	What are the specific customer segments the brand identifies for its products and other services (Does that include all the customer segments of the category) ?
6	Does the brand provide an omnichannel customer experience (mix of online & offline)?
7	If yes, how does the brand manage omnichannel inventory and logistics supply?
8	How has the brand increased its market share and reach in the last one year? Briefly mention the most successful activities?
9	What is the overall conversion percentage at the stores?
10	How does the brand use analytics and customer insights for better customer targeting and other services?
11	Any innovative brand/digital marketing campaigns initiated last year?
12	Has the brand taken up any CSR activity recently ?
13	Does the brand have partnerships/collaboration with leading conglomerates, Angel investors, Private equity groups, consulting firms, etc.?
14	What is the recent Annual turnover of the brand and (%tage change in Profit share)
15	Is there any kind of awards/ Appreciation list : the brand got selected for Emerging Retail Start-up

8)	Emerging e-Retail Start-up of the year
<i>Sl No.</i>	<i>Criteria</i>
1	When did the e-brand launch?
2	What are the market and consumer insights that led to the new launch? What market gap is it filling up?
3	How has the brand increased its market share and reach in the last one year?
4	Briefly mention the most successful activities resulting in higher awareness and sales?
5	The brand's order fulfilment is across how many cities? Mention some of the most remotest areas that the brand caters to?
6	What is the total no. of online customer base ? And %tage increase in the last year
7	What sort of innovation and differentiation in products brand has created as compared to its competitors
8	What are the specific customer segments the brand identifies for its online products and other services (Does that include all the customer segments of the category)
9	How does the brand manages inventory and logistics supply?

10	Does the brand provide an omnichannel customer experience (mix of online & offline-try at home etc)
11	How does the brand uses analytics and customer insights for better customer targeting and other services?
12	Any innovative brand/digital marketing campaign last year?
13	Has the brand taken up any CSR activity recently ?
14	Does the brand have partnerships/collaborations with leading conglomerates, Angel investors, Private equity groups, consulting firms, etc.?
15	What is the recent Annual turnover of the brand and (%tage change in Profit share)
16	Is there any kind of awards/ Appreciation list : the brand got selected for Emerging e-Retail Start-up

9)	Best family managed businessS
<i>Sl No.</i>	<i>Criteria</i>
1	What are the fundamental changes brought about in business to transform and modernize its traditional approach ?
2	Briefly highlight the key initiatives to modernize the business and make decision-making more data-driven and analytical?
4	For how many generations the business has been running (Starting year, brief history of the business, etc.) ?
5	Does the business align with the family culture and values? (What is the mission and vision of the business) ?
6	Does the business have clear succession plannig & how does the family chooses and supports the next successor?
7	How does the business do strategic planning , various leadership role selection and other development within the brand?
8	What all effective mechanisms have been adopted by the brand to resolve conflicts on opinions from various leadership ?
9	Is there any Philanthropic initiatives taken by the brand aligned with Family values for the community ?
10	What all innovative customer-centric approaches taken for delivery of quality products and services ?
11	Any new-age technology that brand adopted recently for competitive advantage?
12	What is the annual turnover of the brand (revenue, profit %, %atge) ?
13	Is there any kind of awards/ Appreciation list: the brand got selected " Best Family managed business" ?

10)	Emerging online commerce brand of the year		<i>Poi nts out of 10</i>	<i>Poi nts out of 10</i>	<i>Poi nts out of 10</i>	<i>Poi nts out of 10</i>	<i>Poi nts out of 10</i>
<i>Sl No.</i>	<i>Criteria</i>	<i>Weig htag es</i>	<i>Co mp any 1</i>	<i>Co mp any 2</i>	<i>Co mp any 3</i>	<i>Co mp any 4</i>	<i>Co mp any 5</i>
1	When did the retail brand get established and start operation (A brief on that)						

2	When did the brand initiate its e-commerce operation?						
3	What is the total no. of online customer base ? And %tage increase in the last year						
4	What percentage of its store inventory is available online?						
5	What are the services and facilities extended to customers to make their online buying journey delightful?						
6	How many cities is the brand catering to through its online platforms?						
7	How many online - customers has the brand acquired in the last year? How is the platform growing y-o-y over the last two years?						
8	How has the brand promoted its online-commerce to existing customers?						
9	Briefly highlight the most successful digital initiatives to promote its e-commerce sales/awareness?						
10	Is the brand present on marketplaces? If yes, which ones?						
11	How does the brand manage inventory and logistics supply?						
12	How does the brand use analytics and customer insights for better customer targeting and other services?						
13	Any innovative brand/digital marketing campaign launched last year to activate the e-com business?						
14	What is the recent Annual turnover of the brand and what percentage of sales is driven through the e-commerce platform?						
15	Is there any kind of awards/ Appreciation list: the brand got selected for 'Emerging online commerce'						

11)	Best Technology transformation brand of the year
<i>Sl No.</i>	<i>Criteria</i>
1	What is the brand's track record in terms of innovation & digital transformation?
2	Does the brand uses technology like AI, machine learning, blockchain, cloud computing, IoT, etc.
3	What disruptive tech-led innovation was created during 2023?
4	What was the impact of the disruption on the customer base (Online/Offline, No.s on customer base increase/decrease) or internal working and overall efficiency and performance?
5	Any technology used, to disrupt the conventional methods of businesses? Brief on that
6	How does the brand ensures the compliances and cybersecurity ?
7	No. of employees managing the digital change setup and innovation?
8	How has the brand used technology to improve data-driven analysis and decision-making?
9	Is there any kind of awards/ Appreciation list : the brand got selected for " Best Technology Transformation brand"

10	How has technology impacted the overall automation of the organization's working?
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12)	Best customer loyalty programme of the year
<i>Sl No.</i>	<i>Criteria</i>
1	Total no. of customer loyalty programs ? How it has affected the sales (Like %age increase/ other no.s)
2	Total increase in no. of footfalls (including online traffic & in-store footfalls) after the loyaty programme?
3	What are the various segments/personas of the customers, brand targets within the loyalty programme and how has the brand devised the program interms of benefits and services extended to each segment?
4	How does the brand ensure user friendly buying experience both through online and in-store Loyalty program intergration?
5	How does the brand engage deeper with these loyal customers?
6	What are the innovative ways in which the brand rewards the loyal customers ?
7	what percentage of its total customer base is part of the loyalty program?
8	How does this segment of loyal customers contribute to the business turnover?
9	Is there any choice/personalization facility for the customers in terms of Loyalty programmes?
10	Is there any kind of awards/ Appreciation list : the brand got selected for "Best Customer Loyalty Programme"

13)	<i>Exemplary value creation of the shareholders</i>
<i>Sl No.</i>	<i>Criteria</i>
1	How has the share value of the company increased over the period of one year, from 1st Jan 2023-31st Dec 2023.
2	What is the overall equity break-up of all the stakeholders? (A brief on that)
3	Any innovation in the product and services for the account of the shareholders (a brief on that)?
4	How does the brand ensure a positive return on investment for shareholders and investors? (ideas/ initiatives)
5	Steps taken to manage risks to protect the organization and its stakeholders.
6	Any contingency plans for potential challenges that may impact in the future?
7	What is the annual turnover of the brand? (Annual Revenue, Sales figures , Profit no.s sharing)
8	Is there any kind of awards/ appreciation list: the brand got selected for 'Exemplary value creation'

14)	National Retail chain of the year
<i>Sl No.</i>	<i>Criteria</i>
1	How many retail stores (offline) does the brand have in India? (Total Sales & and Revenue figures from the stores)
2	Please mention the region wise distrubiton of stores in India - north, south, east, west, central?
3	What is the Total online traffic of the brand in India? (Sales & and Revenue figures from the stores)

4	What %tage of the market share the brand enjoys in India ? How does the brand measure the same?
5	Is there any brand expansion in India in the last year? (Any upcoming more market expansion plan in India)
6	Any local partnerships of the brand in the India ?(If yes how many)
7	Apart from increasing store presence what are the brand campaigns and initiatives increasing the brand's market share and business?
8	How has the brand differentiated itself from its local and national competitors?
9	How does the brand localize the appeal of its product range?
10	Any regional marketing strategies to resonate with the customers?
11	Any CSR initiative or community engagement, the brand has conducted in the India ?

15)	Regional Chain of the year - West
<i>Sl No.</i>	<i>Criteria</i>
1	How many retail stores (offline) the brand has in the West? (Sales & and Revenue figures from the stores)
2	What is the total online traffic of the brand in the West? (Sales & and Revenue figures from the stores)
3	What %tage of the market share the brand enjoys in the West region? How do you measure the same?
4	Is there any expansion of the brand in the West in the last year? (Any upcoming more market expansion plan in the West)
5	Apart from increasing store presence what are the brand campaigns and initiatives increasing the brand's market share and business in 2023?
6	How has the brand differentiated itself from its local and national competitors in 2023?
7	What are the key strategic initiatives that have led to higher performance and growth of the organisation in 2023?
8	What are the most impactful marketing initiatives of 2023?
9	How is the brand motivating its employees to perform better than before? And, how is it impacting growth in 2023?
10	How has the brand improved the retail experience and buying journey of customers in 2023?
11	What are the facilities and services the brand extended to customers to improve loyalty and repeat sales?
12	Any local partnerships of the brand in the West region?(If yes how many)
13	Any marketing strategies and initiatives to deepen the brand's goodwill and image amongst the regional audience of the West?
14	How has the brand turnover and customer acquisition grown over the last 3 years ?
15	Any CSR initiative or community engagement, the brand has conducted in the West region?

16)	Independent retail Chain of the year - North
<i>Sl No.</i>	<i>Criteria</i>
1	Sales & and Revenue figures of the brand store in North
2	What are the brand campaigns and initiatives increasing the brand's market share and business in 2023?
3	How has the brand differentiated itself from its local and national competitors in 2023?

4	What are the innovative initiatives to increase the customer base in 2023 ?
5	What are the key strategic initiatives that have led to higher performance and growth of the organisation in 2023?
6	What are the most impactful marketing initiatives of 2023?
7	What is the Total online traffic of the brand from North region?
8	What %tage of the market share the brand enjoys in the North region? How does it measure the same?
9	Is there any expansion brand in the North in the last year? (Any upcoming more market expansion plan in the north)
10	Any local partnerships of the brand in the north region?(If yes how many)
11	Any regional marketing strategies are taken to resonate with regional audience of the North ?
12	Any CSR initiative or community engagement, the brand has conducted in the north region?
13	How is the brand motivating its employees to perform better than before? And, how is it impacting growth in 2023?
14	How has the brand improved the retail experience and buying journey of customers in 2023?
15	What are the facilities and services the brand extends to customers to improve loyalty and repeat sales?
16	Marketing strategies and initiatives to deepen the brand's goodwill and image amongst the local audience?
17	How has the brand's turnover and customer acquisition grown over the last 3 years ?

17)	Young Leader of the year Award
<i>Sl No.</i>	<i>Criteria</i>
1	What was the age of the nominee on 30th Nov 2023?
2	How long have you been in the leadership position that drives the organization?
3	What are the Academic qualifications of the nominee?
4	What are the list of professional achievements in the past year?
5	What are the initiatives taken to improve the business in terms of revenue, growth and customer base?
6	What all partnerships/collaborations (investor relations) were made under the leadership of the nominee?
7	Any special recognition from the industry?
8	What is the vision for the company as per the perspective of the nominee?
9	Is the nominee associated with any kind of mentorship or career development activities?
10	Do you hold any positions in industry associations? Have you represented your organization in public forums and industry conferences?

18)	Women Leader of the year Award
<i>Sl No.</i>	<i>Criteria</i>
1	What was the age of the nominee on 30th Nov 2023?
2	How long have you been in the leadership position that drives the organization?
3	How has she contributed in the long-term growth of the company/organization?

4	Has she taken any new steps or launched any new product/service that has benefitted the company?
5	Has she received any recognition in the gems & jewelry industry?
6	Any innovation in the company turnaround?
7	What are the initiatives taken to improve the business in terms of revenue, growth and customer base?
8	Amount of documented activity/success in the last 12 months when compared to industry peers?
9	What is the vision for the company as per the perspective of the nominee?
10	Is she associated with any kind of mentorship or career development activities?
11	What all partnerships/collaborations (investor relations) were made under the her leadership?
12	Do you hold any positions in industry associations? Have you represented your organization in public forums and industry conferences?

19)	Debutant Innovator of the Year
<i>Sl No.</i>	<i>Criteria</i>
1	What disruptive innovation/transformation did you bring to business?
2	Impact of the above disruption on the company performance?
3	What technology was used, if any?
4	Describe the new product/ brand/ sub brands launched, if any?
5	How was the conventional approach challenged?
6	Elaborate the journey in challenging established practices in your sector
7	What was the final achievement?
8	Did it improve the financial performance of the company or any particular department? Elaborate
9	Did this disruption/transformation help gain any competitive advantage?
10	Briefly describe all other initiatives and strategies to modernize and grow the business?

20)	Visionary leader of the year Award
<i>Sl No.</i>	<i>Criteria</i>
1	What all new futuristic/innovative steps taken by the nominee for future sustained growth?
2	What are the pathbreaking initiatives which created new opportunities for the organization?
3	Is there any new businesses opened as a part of the expansion under his/her tenure?
4	Revenue growth during the last year (Sales figures, Profit %atge)
5	In what ways the nominee engaged with other professional companies?
6	What all technology/digital aspects, leveraged for business expansion/development?
7	How has the nominee shown decisiveness and accountability during his/her tenure?
8	Describe the ways in which the leader has demonstrated leadership qualities and characteristics
9	What all innovative CSR activities done under his/her leadership? (Number and impact of beneficiaries)
10	How has the leader created an organization culture that supports the growth and aligns with the company vision?

