

# AWARD CRITERIA

## Evaluation Questions by Category

Evaluation Period: 1 October 2025 – 30 September 2026

### AWARD CATEGORIES & CRITERIA

#### 1. Best Strategic and Integrated Marketing Brand of the Year

**Q1.** What key campaigns were initiated during the evaluation period (1 October 2025 to 30 September 2026)?

**Q2.** Provide details of the campaigns, including objectives, value proposition, creative idea, communication, media plan, execution, effectiveness, and results.

**Q3.** Does the brand have integrated multi-channel marketing across offline and online platforms?

**Q4.** What was the total number of customers engaged through these campaigns (new and existing)?

**Q5.** What was the percentage change in sales revenue due to marketing initiatives, and how was this impact measured?

#### 2. Best Digital / Social Media Marketing Brand of the Year

**Q1.** How many innovative social media campaigns were launched during the evaluation period?

**Q2.** How many of these were exclusive digital campaigns (not part of integrated marketing)?

**Q3.** Provide details of key campaigns, including objectives, value proposition, creative idea, communication, digital media plan, effectiveness, engagement, and offline conversions.

**Q4.** On which social media platforms does the brand have a presence?

**Q5.** What percentage of engaged users converted into customers?

### 3. Best Omni-channel Brand of the Year

**Q1.** How flexible is customer buying across online, offline, and hybrid channels?

**Q2.** What is the total customer engagement across multiple channels?

**Q3.** How many transactions were fulfilled using integrated or mixed channels?

**Q4.** Are platforms integrated to provide a unified customer view across channels?

**Q5.** What percentage of offline inventory is available online for browsing or purchase?

### 4. Best CSR Impact Brand of the Year

**Q1.** Is the CSR mission and vision aligned with business objectives?

**Q2.** What percentage of revenue was allocated to CSR during the evaluation period?

**Q3.** How many sustained CSR initiatives were executed?

**Q4.** What was the overall impact on brand equity, including revenue, profitability, and visibility?

### 5. Best Customer Experience Brand of the Year

**Q1.** What was the total number of footfalls (online and in-store) during the evaluation period?

**Q2.** What customer segments or personas does the brand cater to?

**Q3.** How seamless is the buying journey across purchase, payment, and after-sales support?

**Q4.** What innovative solutions or services enhance the customer experience?

### 6. Best Workplace & People Welfare Award

**Q1.** Does the brand offer flexible working arrangements?

**Q2.** What employee wellness and healthcare programs are in place, and how frequently are they conducted?

**Q3.** How are employees recognised and rewarded for their contributions?

**Q4.** How is workplace safety ensured, including women's safety and onboarding support for new employees?

## 7. Emerging Retail Start-up of the Year

- Q1.** When and where was the first retail store launched?
- Q2.** What is the current customer base (online and offline), and what is its year-on-year growth?
- Q3.** What market gaps or insights led to the launch of the brand?
- Q4.** How has market share and reach evolved during the evaluation period?

## 8. Emerging E-Retail Start-up of the Year

- Q1.** When did the brand launch its online operations?
- Q2.** What market gap or opportunity was identified?
- Q3.** How has the online market share grown during the evaluation period?
- Q4.** What key initiatives successfully drove awareness and sales?

## 9. Best Family-Managed Business

- Q1.** What changes have been implemented to modernise traditional business practices?
- Q2.** How does the business align with family values and legacy?
- Q3.** How is succession planning structured and managed?
- Q4.** What is the annual turnover, including revenue and profit?

## 10. Emerging Online Commerce Brand of the Year

- Q1.** When did the brand begin e-commerce operations?
- Q2.** What percentage of store inventory is available online?
- Q3.** How many new customers were acquired online during the evaluation period?
- Q4.** What percentage of total sales is driven through e-commerce platforms?

## 11. Best Technology Transformation Brand of the Year

- Q1.** What is the brand's track record in digital transformation?
- Q2.** What technologies (AI, ML, blockchain, IoT, cloud, etc.) are currently in use?
- Q3.** What key innovations were introduced during the evaluation period?
- Q4.** How has technology improved data-driven decision-making and operational efficiency?

## 12. Best Customer Loyalty Program of the Year

- Q1.** How many loyalty programs are currently active?
- Q2.** What percentage of customers are enrolled in these programs?
- Q3.** What innovative rewards or engagement mechanisms are offered?
- Q4.** Has the brand received any recognition for its loyalty programs?

## 13. Exemplary Value Creation for Shareholders

- Q1.** How has shareholder value evolved during the evaluation period?
- Q2.** What product or service innovations contributed to this value creation?
- Q3.** What risk management measures are in place?
- Q4.** What is the annual turnover and profit distribution?

## 14. National Retail Chain of the Year

- Q1.** How many retail stores does the brand operate in India, and what are their sales or revenue figures?
- Q2.** What is the regional distribution of stores?
- Q3.** What percentage of market share does the brand hold nationally?
- Q4.** What CSR or community engagement initiatives were undertaken at a national level?

## 15. Regional Chain of the Year

- Q1.** How many retail stores operate within the region?
- Q2.** What is the online traffic and sales contribution from the region?
- Q3.** What campaigns or initiatives have driven regional market share growth?
- Q4.** How have turnover and acquisitions grown over the past three years?

## 16. Independent Retail Chain of the Year

- Q1.** What are the sales and revenue figures within the region?
- Q2.** What innovative initiatives have helped grow the customer base regionally?
- Q3.** What regional marketing strategies have been implemented?
- Q4.** What CSR or community initiatives have been undertaken in the region?

## 17. Young Leader of the Year Award

- Q1.** What was the nominee's age as of 31 August 2026?
- Q2.** How long has the nominee been in a leadership role?
- Q3.** What initiatives have driven revenue growth or customer expansion?
- Q4.** What industry recognition has the nominee received?

## 18. Debutant Innovator of the Year

- Q1.** What disruptive innovations were introduced?
- Q2.** What impact did these innovations have on business performance?
- Q3.** How were conventional practices challenged?
- Q4.** Did these innovations create a competitive advantage?

## 19. Visionary Leader of the Year Award

*This category is **referral-based** and does not accept self-nominations.*

- Q1.** What strategic initiatives were undertaken for sustained growth?
- Q2.** What pathbreaking initiatives created new opportunities?
- Q3.** What technologies were leveraged for expansion?
- Q4.** What innovative CSR initiatives were led under their leadership?

## 20. Lifetime Achievement in Retail

*This category is **referral-based** and does not accept self-nominations.*

- Q1.** What is the nominee's total tenure in the industry?
- Q2.** What has been their professional journey and past experience?
- Q3.** What key contributions, products, or services were introduced under their leadership?
- Q4.** What awards or recognitions have they received?

## 21. Special Contribution to Industry

*This category is **referral-based** and does not accept self-nominations.*

- Q1.** What key innovations or industry contributions has the nominee made?
- Q2.** What major campaigns or initiatives were led under their tenure?
- Q3.** What awards or recognitions have they received?
- Q4.** Are they affiliated with any national or international industry associations?