

AWARD ASSESSMENT GUIDELINES

Documents Required by Category

GENERAL GUIDELINES

All submissions must reflect achievements, initiatives, and measurable outcomes during the period from **1 October 2025 to 30 September 2026**.

The list of supporting documents mentioned under each award category is indicative. Nominees are encouraged to submit any additional relevant documents that strengthen their case and support evaluation.

For **quantitative criteria**, submissions must include numbers backed by verifiable, high-quality evidence through supporting documents.

For **qualitative criteria**, write-ups, case studies, and supporting documents should clearly articulate impact, innovation, and intent, supported by strong evidence.

AWARD CATEGORIES

1 Best Strategic and Integrated Marketing of the Year

Nominees should present a series of integrated marketing campaigns executed during the defined period. Campaigns must demonstrate a strategic and integrated approach across multiple platforms such as TV, print, radio, digital, in-store, influencer, and social media.

***Suggested analytics platforms:** Meta Business Suite, Instagram Insights, Google Analytics, YouTube Studio, Adobe Analytics, TikTok Ads Manager, Shopify, Magento, and other relevant dashboards.*

QUANTITATIVE CRITERIA

- Campaign analytics showing engagement rate (likes + shares ÷ impressions)
- Website traffic generated from campaigns
- Media reports highlighting number of touchpoints across channels
- Sales MIS or POS reports showing revenue and volume growth vs previous period

QUALITATIVE CRITERIA

- Creative samples or campaign videos demonstrating innovation
- Testimonials or surveys indicating impact beyond sales, such as brand recall

2 Best Digital / Social Media Marketing of the Year

Nominees should present the most impactful campaign demonstrating strategy, creativity, and measurable results.

QUANTITATIVE CRITERIA

- Engagement rate (likes + comments + shares ÷ impressions)
- Website traffic from social campaigns
- Growth in followers before and after campaign period
- Sales comparison during campaign vs previous period

QUALITATIVE CRITERIA

- Write-up covering objectives, platforms, execution, and measurable outcomes

3 Best Omni Channel Brand of the Year

QUANTITATIVE CRITERIA

- Revenue growth (%) from financial or MIS reports

QUALITATIVE CRITERIA

- Write-up detailing strategy, customer journey design, and integration across touchpoints
- Customer testimonials indicating satisfaction
- Visuals/screenshots of omnichannel experience

4 Best CSR Impact of the Year

QUANTITATIVE CRITERIA

- CSR spend as a percentage of revenue
- Employee participation rate in CSR initiatives

QUALITATIVE CRITERIA

- Write-up on initiatives, customer engagement, and impact
- Photos, reports, testimonials demonstrating reach and outcomes

5 Best Customer Experience of the Year

QUANTITATIVE CRITERIA

- CSAT/NPS scores or app ratings
- Repeat purchase rate from CRM/loyalty data

QUALITATIVE CRITERIA

- Write-up on customer journey improvements, service innovation, or technology impact

6 Best Workplace, People Welfare and Development

QUANTITATIVE CRITERIA

- Employee retention rate
- Training hours per employee
- Participation in welfare schemes

QUALITATIVE CRITERIA

- Write-up on initiatives, objectives, and outcomes
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7 Emerging Retail Start-up of the Year

QUANTITATIVE CRITERIA

- YoY revenue growth (%)
- Growth in unique customers
- Profit growth (%)

QUALITATIVE CRITERIA

- Write-up detailing strategy, execution, and outcomes
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8 Emerging E-Retail Start-up of the Year

QUANTITATIVE CRITERIA

- Online revenue growth (%)
- Order growth (%)
- New customer growth (%)
- Cart abandonment rate

QUALITATIVE CRITERIA

- Write-up with platform screenshots, innovation details, and customer feedback
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9 Best Family-Managed Business of the Year

QUANTITATIVE CRITERIA

- Revenue growth, EBITDA change, and profit growth (%)

QUALITATIVE CRITERIA

- Write-up on transformation initiatives and impact on operations and perception
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10 Emerging Online Commerce of the Year

QUANTITATIVE CRITERIA

- Online sales growth (%)
- Online contribution to total revenue (%)
- Traffic growth (sessions, users)
- Online conversion rate

QUALITATIVE CRITERIA

- Strategy and execution write-up with measurable impact

11 Best Technology Transformation of the Year

QUANTITATIVE CRITERIA

- ROI from technology adoption (impact on sales, profit, footfall, leads, TAT)

QUALITATIVE CRITERIA

- Write-up covering implementation, strategy, and outcomes

12 Best Customer Loyalty Program of the Year

QUANTITATIVE CRITERIA

- Repeat purchase rate

QUALITATIVE CRITERIA

- Program innovation (referrals, gamification, app integration)
- Training and enablement of teams

13 Exemplary Value Creation for Shareholders

QUANTITATIVE CRITERIA

- EPS growth
- ROE change

QUALITATIVE CRITERIA

- Capital allocation strategy and governance practices

14 National Retail Chain of the Year

QUANTITATIVE CRITERIA

- Revenue growth (%)
- Volume growth (%)
- EBITDA and profit growth
- Average Bill Value (ABV) growth
- Store expansion and same-store sales growth
- Growth in unique customers

QUALITATIVE CRITERIA

- National campaign impact
 - Customer experience indicators
 - Strategic initiatives and outcomes
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15 Regional Retail Chain of the Year

QUANTITATIVE CRITERIA

- Revenue growth (%)
- Volume growth (%)
- EBITDA and profit growth
- ABV growth
- Store expansion and same-store growth
- Customer growth

QUALITATIVE CRITERIA

- Regional campaign impact
 - Customer experience
 - Strategic initiatives and outcomes
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16 Independent Retail Jeweller of the Year

QUANTITATIVE CRITERIA

- Revenue growth (%)
- Revenue per square foot

QUALITATIVE CRITERIA

- Customer satisfaction indicators
 - Strategic initiatives and outcomes
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17 Young Leader of the Year

QUALITATIVE CRITERIA

- Leadership journey and key initiatives
- Industry contribution and visibility

18 Debutant Innovator of the Year

QUALITATIVE CRITERIA

- Innovation details, execution, and measurable outcomes
- Impact on business, customer experience, or operations

19 Visionary Leader of the Year

Recognises pioneering leadership that shapes both business and industry direction.

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

20 Lifetime Achievement in Retail

Honours a retail leader for decades of contribution to the Indian jewellery industry.

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

21 Special Contribution to the Indian Retail Jewellery Industry

Recognises exceptional contribution to the industry.

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