Award Assessment Criteria and Guidelines

Business Excellence Awards 2027

General guidelines for award assessment

1. All submissions must reflect achievements, initiatives, and measurable outcomes during the period from 1st October 2025 to 30th September 2026 only.
2. The list of supporting documents mentioned under each award category is indicative only. Nominees are encouraged to submit any other relevant documents that they believe strengthen their case and support evaluation.
3. For quantitative criteria, submissions must include numbers backed by high-quality evidence, which is verifiable through supporting documents
4. For qualitative criteria, write-ups/case studies/other relevant documents should clearly articulate impact, innovation, and intent, and be backed by high-quality evidence

3. Excellence in Online Retail

Guideline

- Demonstrates strong online sales growth.
- Shows effective customer acquisition strategies.
- Highlights innovation in digital commerce.
- Demonstrates scalability.
- Provides measurable business outcomes.

Key Information

- Evidence of online business performance and customer growth.

Eligibility Criteria

- Traditional jewellers transitioning to online retail via their own e-commerce platforms.
- The retail brand must have a robust e-commerce channel.
- It can be supported by social commerce, quick commerce and other e-marketplaces.
- No digital native or digitally born brands can participate in this category.
- A growth trajectory, innovation, customer acquisition, scalability, and measurable business outcomes, supported by evidence of online sales and customer growth.