

# 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

## 11. New Age Brand of the year

### Guideline

- Curated retail environment that offers a relaxed, intimate and personalised shopping experience
- Strong focus on design originality, craftsmanship and signature collections
- Thoughtful visual/merchandising that reflects the brand's design language
- Personalised customer interaction and consultative selling approach
- Ability to create an experiential retail journey beyond conventional jewellery selling
- Consistent brand expression across products, store design and communication
- Strong appeal among customers seeking a modern retail experience
- Strong appeal among new-age and evolving consumer segments

### Key Information

- Not specific.

### Eligibility Criteria

- Physical retail business of any scale with a modern approach built in the post-2000 era.