

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
For qualitative criteria, write-ups/case studies/other relevant documents should clearly articulate impact, innovation, and intent, and be backed by high-quality evidence
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1. Excellence in Integrated Marketing

Guideline:

- Demonstrates a well-integrated marketing ecosystem across channels.
- Shows consistency in brand communication and positioning.
- Highlights innovation in campaign execution and customer engagement.
- Demonstrates alignment between marketing and business strategy.
- Provides measurable impact on brand visibility and business performance.

Key Information:

- Evidence of key campaigns, channel integration and measurable business outcomes.
- The best impactful campaign should demonstrate a strategic and integrated approach across multiple platforms which can be used to extract and submit campaign performance data for online campaigns are Meta Business Suite, Instagram insights, Google Analytics, YouTube Studio, Adobe Analytics, TikTok Ads Manager and other e-commerce dashboards such as Shopify, Magento etc.

Eligibility Criteria:

- Not specific.
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2. Excellence in Digital Brand Marketing

Guideline:

- Demonstrates strong digital presence and platform strategy.
- Shows effective use of content and storytelling.
- Demonstrates innovation in digital marketing and business relevance.

- Highlights audience engagement and community building.

Key Information:

- Evidence of digital campaigns, content strategy and measurable outcomes.
- A suggested list of analytics platforms which can be used to extract and submit campaign performance data (e.g. analytics reports/screenshots) for online campaigns are Meta Business Suite, Instagram insights, Google Analytics, YouTube Studio, Adobe Analytics, TikTok Ads Manager and other e-commerce dashboards such as Shopify, Magento etc.

Eligibility Criteria:

- Not specific.
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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.
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4. Excellence in Omni Channel Brand

Guideline:

- Omni retail experiences connect online and physical stores into one smooth journey
- Shows customer convenience and consistency.
- Highlights technology-enabled assistance that enhances retail buying experiences
- Demonstrates measurable customer adoption.

Key Information

- Evidence of growth in omni-retail Focuses on quality of customer experience rather than scale
- Evidence of shoppers moving between a phone app or/and a website, and a real shop without losing their data or progress.

- Evidence of how the brand keeps track of the customer's cart and profile across every device.
- Evidence of the brand maintain real time stock.
- The key strategy, screenshots or visuals demonstrating integrated customer journeys, a summary of initiatives undertaken, and customer feedback, along with measurable results achieved from the new initiatives implemented.

Eligibility Criteria:

- Not specific.
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5. Excellence in Technology Integration

Guideline:

- Demonstrates meaningful technology adoption.
- Shows operational improvements.
- Highlights customer, employee, process benefits.
- Demonstrates innovation and efficiency gains.
- Provides measurable outcomes.

Key Information:

- Evidence of technology implementation and business impact.

Eligibility Criteria:

- Not specific.
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6. Excellence in People Welfare, Workplace Culture and motivation

Guideline:

- Demonstrates commitment to employee well-being.
- Shows investment in learning and skill development.
- Shows monetary incentive plans and recognition programs to boost performance.
- Demonstrates frameworks to build career growth plans for employees
- Demonstrate team building, employee engagement and positive work culture.
- Demonstrate inclusive workplace practices.
- Demonstrate people practices, welfare initiatives and personal development programmes.

Key Information:

- Evidence related to impact on performance, employee retention and eNPS score(not mandatory)

Eligibility Criteria:

- Not specific.
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7. Excellence in Customer Centricity

Guideline:

- Demonstrated customer-first culture across the organisation
- Strong customer loyalty or rewards programme
- Effective use of customer feedback to improve products and services
- Personalised engagement and relationship-building initiatives
- Strong after-sales service and complaint-resolution processes
- Staff training focused on customer service and experience
- Use of customer data and insights to enhance experience

Key Information:

- Evidence of customer policies, service initiatives and customer satisfaction outcomes.
- Measurable improvement in repeat purchases and customer retention

Eligibility Criteria:

- Not specific.
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8. Excellence in CSR Commitment & Impact

Guideline:

- Demonstrates long-term commitment to CSR.
- Strong purpose driven initiatives.
- Highlights scale, reach and sustainability.
- Initiatives can be wide-ranging and diverse.
- Commitment to quality of ground execution.
- Demonstrates employee and stakeholder participation (not mandatory)

Key Information:

- Evidence of CSR programmes, beneficiaries, impact metrics and outcomes achieved.
- It should highlight the different CSR campaigns conducted during the eligibility period, their implementation, employee and customer participation, and the impact created.

Eligibility Criteria:

- As a large and profitable company, the retailer must be committed to CSR under Section 135 of the Companies Act, 2013.
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9. Excellence in CSR Project

Guideline:

- Demonstrates commitment to CSR.
- Quality of execution.
- Highlights relevance to the community
- Demonstrates project effectiveness.
- Large-scale execution is not mandatory.

Key Information:

- Evidence relating to one specific CSR project, the beneficiaries and impact metrics.

Eligibility Criteria:

- Retailers of any scale of business can apply.
 - Multiple projects will not be considered for this category.
 - The CSR must be purposeful and align with the core values of the organisation.
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10.Retail Start Up of the year**Guideline:**

- Clear and differentiated brand positioning in the market
- Innovative retail concept, business model or customer proposition
- Distinctive product assortment, design language or category focus
- Effective use of digital platforms, social media and technology
- Demonstrated growth in sales, customers, reach or store presence
- Strong customer acquisition, engagement and retention strategy
- Consistent brand experience across channels
- Potential to scale and build a sustainable long-term jewellery retail business

Key Information:

- Evidence of growth, innovation and market traction.

Eligibility Criteria:

- Emerging jewellery retail brands with fewer than 5 years of financial statements. • The startup may be an offline, digital-native, or omnichannel venture.
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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.
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12.Independent Jeweller of the Year**Guideline:**

- Demonstrates leadership in its market.
- Highlights business growth.
- Highlights innovation in product, promotion and retail experience.
- Demonstrates business excellence across all spheres of retail.
- Provides evidence of strong customer trust and customer strength

Key Information:

- Evidence of business performance and market leadership.

Eligibility Criteria:

- Brands with one or more retail stores operating within a single state.
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13.Regional Retail Chain of the Year

Guideline:

- Demonstrates strong regional presence.
- Shows strong customer trust and customer strength.
- Highlights growth and expansion.
- Demonstrates business excellence across all spheres of retail.
- Provides evidence of regional leadership.

Key Information:

- Evidence of regional market leadership and business performance.

Eligibility Criteria:

- Brands with a presence in more than one state of the region.
 - The brand must represent the region from which it originated.
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14.Next-Gen Leader of the Year

Guideline:

- Demonstrates leadership and initiative.
- Shows measurable business contribution.
- Highlights innovation and strategic thinking.
- New strategic and business transformations.
- Business growth during the tenure of the leadership

Key Information:

- Evidence of leadership achievements and business impact.

Eligibility Criteria:

- Any new-generation leader with a minimum of 10 years and a maximum of 15 years in business and below 40 years of age.
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15.Debutant of the Year

Guideline:

- Demonstrates innovation and initiative.

- Shows measurable contribution.
- Challenges conventional approaches.
- Highlights growth potential.
- Demonstrates leadership qualities.

Key Information:

- Evidence of achievements since entering the industry.

Eligibility Criteria:

- Any new-generation leader with a maximum of 1-3 years in the business.
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16.Visionary Leader of the Year

Guideline:

- Demonstrates visionary thinking.
- Shows transformational business impact.
- Highlights innovation and growth.
- Demonstrates influence beyond the organisation.
- Shows lasting contribution to the industry.

Key Information:

- Evidence of long-term leadership and strategic achievements.

Eligibility Criteria:

- The category is not open for nominations and is based exclusively on referrals from industry peers. No individual may self-nominate.
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17.Women Leader of the Year

Guideline:

- Demonstrates sustained leadership.
- Shows business and people impact.
- Highlights innovation and growth.
- Demonstrates influence within the industry.
- Shows long-term contribution.

Key Information:

- Evidence of leadership achievements and organisational impact.

Eligibility Criteria:

- The category is not open for nominations and is based exclusively on referrals from industry peers. No individual may self-nominate.
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18.Special Contribution to the Industry

Guideline:

- Demonstrates contribution beyond business interests.
- Shows influence on industry development.

- Highlights advocacy, mentorship or ecosystem building.
- Demonstrates measurable impact.
- Commands industry recognition.

Key Information:

- Evidence of industry-wide initiatives and impact.

Eligibility Criteria:

- The category is not open for nominations and is based exclusively on referrals from industry peers. No individual may self-nominate.
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19.Lifetime Achievement in Retail

Guideline:

- Demonstrates sustained excellence.
- Shows significant contribution to retail.
- Highlights industry leadership.
- Demonstrates a lasting legacy.
- Commands widespread respect and recognition.

Key Information:

- Evidence of long-term contribution and industry influence.

Eligibility Criteria:

- The category is not open for nominations and is based exclusively on referrals from industry peers. No individual may self-nominate.
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20.Lifetime Achievement in Manufacturing

Guideline:

- Demonstrates sustained excellence.
- Shows contribution to manufacturing advancement.
- Highlights industry leadership.
- Demonstrates a lasting legacy.
- Commands widespread respect and recognition.

Key Information:

- Evidence of long-term contribution and industry influence.

Eligibility Criteria:

- The category is not open for nominations and is based exclusively on referrals from industry peers. No individual may self-nominate.