

IndIAA Awards 2021 – Winners

Sr No	Category
1	<p>AUTO FOUR WHEELERS Maruti Suzuki- #CalculateKiyakya</p> <p>Client : Maruti Suzuki India Ltd Creative Agency: Dentsu</p>
2	<p>AUTO OTHERS - (Joint Winners in this category)</p>
(i)	<p>Shell -#MoveWithShell Truck Driver</p> <p>Client : Shell Creative Agency: Wunderman Thompson</p>
(ii)	<p>TVS Eurogrip - Tyres For A Country Full Of Turns</p> <p>Client: TVS Eurogrip Creative Agency: Tilt Brand Solutions</p>
3	<p>BANKING AND FINANCE RBL Bank - #RahoCyberSafe</p> <p>Client : RBL Bank Ltd Creative Agency: Hoppipola Picture Company</p>
4	<p>CONSUMER DURABLES & UTILITIES Havells - Feeling Fans</p> <p>Client : Havells Creative Agency: MullenLowe Lintas Group</p>
5	<p>CONSUMER ELECTRONICS HP India - Upgrade to HP</p> <p>Client : HP India Creative Agency: Autumn Grey</p>
6	<p>CORPORATE Mahindra Group- #WomenWhoRise</p> <p>Client : Mahindra Group</p>

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	Creative Agency: 22feet Tribal Worldwide
7	EDUCATION (Joint Winners in this category)
(i)	Toppr - Switch To Soching Client : Toppr Creative Agency: MullenLowe Lintas Group
(ii)	Byju's - When Parents Become Partners Client : Byju's Creative Agency: Spring Marketing Capital.
8	ENTERTAINMENT MEDIA ABP Studios - Stories Beyond Black Or White Client : ABP Studios Creative Agency: 82.5 Communications.
9	FASHION & ACCESSORIES Bhima Jewellery - Pure As Love Client : Bhima Jewellery Creative Agency: Animal
10	FOOD & BEVERAGES - (Joint Winners in this category)
(i)	Horlicks - Tum Kab Itne Bade Ho Gaye Client: Hindustan Unilever Ltd Creative Agency: FCB Group India
(ii)	Parle G - Asli Genius Auron Ki Khushi Client : Parle Products Ltd Creative Agency: Thought Blurb
11	GOVERNMENT & NGOs - (Joint Winners in this category)
(i)	Population First (Laadli)- Stop WFH Harassment Client: Population First & UNFPA Creative Agency: MullenLowe Lintas Group
(ii)	Swayam - Soch Badlein Baat Badlegi

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	<p>Client : Swayam Creative Agency: Ogilvy</p>
12	<p>HOME CARE Surf Excel – Jo Dilon Ko Paas Laayein, Woh #RangAchheHain</p> <p>Client : Hindustan Unilever Ltd Creative Agency: Carlos Pereira</p>
13	<p>HOME DÉCOR & INFRA Livspace – Don't Try This At Home</p> <p>Client : Livspace Agency : Tilt Brand Solutions</p>
14	<p>INSURANCE HDFC Life – #WhenIGrowUp</p> <p>Client : HDFC Life Agency : Wieden & Kennedy</p>
15	<p>NEWS MEDIA DailyHunt - In Your Language Right Recos</p> <p>Client : DailyHunt Agency : What's Your Problem</p>
16	<p>ONLINE CLASSIFIEDS, MATRIMONY & DATING - (Joint Winners in this category)</p>
(i)	<p>Bumble - Make The First Move</p> <p>Client : Bumble Creative Agency: The Script Room</p>
(ii)	<p>JdMart - India Ka B2B Marketplace</p> <p>Client : JdMart Creative Agency: Tilt Brand Solutions</p>
17	<p>ONLINE COMMERCE, TICKETING & SERVICES Amazon Karigar - Hunar Hai Haath Mein</p>

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	<p>Client : Amazon India Agency : Ogilvy</p>
18	<p>ONLINE ENTERTAINMENT Dream11 - #YeApnaGameHai</p> <p>Client : Dream 11 Agency : Tilt Brand Solutions</p>
19	<p>ONLINE PAYMENTS AND FINANCE PhonePe - #KarteJaBadhteJa Inspector Desai</p> <p>Client : PhonePe Agency : Leo Burnett India</p>
20	<p>PERSONAL CARE Ponds Cold Cream - Soft Skin, Bhoolna Naamumkin</p> <p>Client : Hindustan Unilever Ltd Agency : Ogilvy</p>
21	<p>PHARMA, HYGIENE AND WELLNESS - (Joint Winners in this category)</p>
(i)	<p>Friends Adult Dry Pants - #AazadiMubarak</p> <p>Client : Nobel Hygiene Pvt Ltd Agency : The Womb</p>
(ii)	<p>Savlon - #NoHandUnwashed</p> <p>Client : ITC Ltd Agency : Ogilvy</p>
22	<p>QSR AND FOOD ORDERING APPS Swiggy - Try Something New</p> <p>Client : Swiggy</p>
23	<p>TELECOM AND TECHNOLOGY Facebook - More Together</p> <p>Client : Facebook India</p>

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	Agency : Dentsu
24	TRAVEL , TOURISM & HOSPITALITY OYO - Long Term Relationships Client : OYO Hotels & Homes
25	VOICE OF CHANGE Unacademy - #TeachThemYoung Know When She Needs You Client : Unacademy Agency : MullenLowe Lintas Group