

BUSINESS MANAGEMENT		MARKETING	
Code	Subcategory	Code	Subcategory
UB01	Best Business Strategy	UM01	Best 360 Degree Marketing Campaign
UB02	Best Corporate Communications	UM02	Best Affiliate Marketing Campaign
UB03	Best Corporate Social Responsibility	UM03	Best Big (Cinema) Screen Marketing Campaign
UB04	Best Creative Development	UM04	Best Brand Strategy
UB05	Best Crisis Management	UM05	Best BTL Marketing Campaign
UB06	Best Customer Relationship Management	UM06	Best Campaign Based on Marketing Analytics
UB07	Best Customer Service	UM07	Best Campaign Through Social Messenger
UB08	Best Delivery	UM08	Best Content Strategy
UB09	Best Eco Conscious	UM09	Best Cross-channel Marketing Campaign
UB10	Best Employer	UM10	Best Direct Marketing Campaign
UB11	Best Finance Management	UM11	Best Display Marketing in Digital
UB12	Best Health & Safety	UM12	Best Email Marketing Campaign
UB13	Best HR Management	UM13	Best Experience Marketing Campaign
UB14	Best Innovation	UM14	Best Facebook Campaign
UB15	Best Internal Communications	UM15	Best Gamification Marketing
UB16	Best Legal Management	UM16	Best Influencer Marketing Campaign
UB17	Best New Business Development	UM17	Best Instagram Campaign
UB18	Best New Product	UM18	Best Integrated Digital Campaign
UB19	Best New Service	UM19	Best Internal Communication Campaign
UB20	Best Operations Management	UM20	Best LinkedIn Campaign
UB21	Best Procurement	UM21	Best Low-Budget Marketing Campaign
UB22	Best Product Range	UM22	Best Marketing Automation Campaign
UB23	Best Sales Management	UM23	Best Marketing Through a Mobile App
UB24	Best Service Range	UM24	Best Marketing Through a Website/Blog
UB25	Best Socially Conscious	UM25	Best Mobile Marketing Campaign
UB26	Best Supply Chain Management	UM26	Best Online Commercial
UB27	Best Support	UM27	Best OOH Campaign
UB28	Best Sustainability	UM28	Best Performance-driven Campaign
UB29	Best Training	UM29	Best PR Campaign
UB30	Best Use of Technology	UM30	Best Print Campaign (Daily/Magazine)
UB31	Best Work From Home Strategy	UM31	Best Product Placement Strategy
		UM32	Best Radio Campaign
		UM33	Best Re-targeting Campaign
		UM34	Best Search Marketing Campaign
		UM35	Best SEO Campaign
UE01	Business Development Executive of the Year	UM36	Best Socio Economic Development Campaign
UE02	Creative Executive of the Year	UM37	Best Technology-led Marketing Campaign
UE03	Crisis Management Executive of the Year	UM38	Best Trend/Moment Marketing
UE04	Customer Service Executive of the Year	UM39	Best TVC Campaign
UE05	Entrepreneur / Founder of the Year	UM40	Best Twitter Campaign
UE06	Executive of the Year	UM41	Best Use of Animation or Graphics
UE07	Finance Executive of the Year	UM42	Best Use of Data Driven Media
UE08	HR Executive of the Year	UM43	Best Use of Location Based Targeting
UE09	Legal Executive of the Year	UM44	Best Use of Photography
UE10	Marketing Executive of the Year	UM45	Best Video Marketing Campaign
UE11	Operations Executive of the Year	UM46	Best Viral Marketing Campaign
UE12	PR Executive of the Year	UM47	Best Youtube Campaign
UE13	Sales Executive of the Year		
UE14	Support Executive of the Year		
UE15	Technology Executive of the Year		

CONTENT		APEX	
Code	Subcategory	Code	Subcategory
UC01	Best Entertaining Content	UA01	Best Business Person
UC02	Best Humorous Content	UA02	Best Chairman
UC03	Best Educatinal Content	UA03	Best Consumer Product
UC04	Best Technical Content	UA04	Best Consumer Sevice
UC05	Best Motivational Content	UA05	Best Digital Entrepreneur
UC06	Best Drama Content	UA06	Best Digital Person
UC07	Best Thriller Content	UA07	Best Enterprise Product
UC08	Best Regional Content	UA08	Best Enterprise Service
UC09	Best Lifestyle Content	UA09	Best Entrepreneur
UC10	Best Business Content	UA10	Best Finance Person
UC11	Best Fiction Content	UA11	Best Founder
UC12	Best Non Fiction Content	UA12	Best Innovation
UC13	Best Horror Content	UA13	Best Innovator
UC14	Best Music Content	UA14	Best Marketer
UC15	Best News Content	UA15	Best New Product
UC16	Best Sports Content	UA16	Best New Service
UC17	Best Finacial Content	UA17	Best Small or Medium Business Product
		UA18	Best Small or Medium Business Service
		UA19	Best Start Up
		UA20	Best Technology Person
		UA21	Best Woman Business Person
		UA22	Best Woman Chairman
		UA23	Best Woman Digital Entrepreneur
		UA24	Best Woman Digital Person
		UA25	Best Woman Entrepreneur
		UA26	Best Woman Finance Person
		UA27	Best Woman Founder
		UA28	Best Woman Innovator
		UA29	Best Woman Marketer
		UA30	Best Woman Technology Person
WEBSITE/APP			
Code	Subcategory		
UW01	Best Navigation		
UW02	Best User Interface		
UW03	Best Impact		
UW04	Best Reach		
UW05	Best Engagement		
UW06	Best Content		
UW07	Best Innovation		
UW08	Best User Experience		
UW09	Best Home/Welcome Page		
UW10	Best Overall Design		
UW11	Best Use of Video/Animation/Motion Graphics		
UW12	Best Use of Graphics/Photography		
UW13	Best Investor Relations		
UW14	Best SEO		
UW15	Landing Page		
UW16	Microsite		
UW17	Storefront/e-commerce		
UW18	Training/e-Learning		

NOTE: Along with a Sub-Category, kindly choose a sector from the following list.
Applicable to all categories except APEX

CODE	SECTORS	CODE	SECTORS
US01	Advertising/Marketing and Public Relations	US24	Healthcare/Fitness Enterprise
US02	Agricultural Enterprise	US25	Homcare Enterprise
US03	Automobile Enterprise	US26	Industrial Products Enterprise
US04	Aviation & Defense	US27	IOT Enterprise
US05	Business Solutions Enterprise	US28	IT Enterprise
US06	Cause/NPO/NGO/CSR	US29	ITES Enterprise
US07	Chemicals	US30	Legal
US08	Commercial Real Estate Enterprise	US31	Lifestyle
US09	Commodities Enterprise	US32	Manufacturing Enterprise
US10	Conglomerate	US33	Media Enterprise
US11	Consulting Enterprise	US34	Mobile App
US12	CPG (Durables/Non-Durables) Enterprise	US35	News
US13	eCommerce Enterprise	US36	OEMs
US14	Educational Institution/Enterprise	US37	Political leader/Organization/Movement
US15	Electronics Enterprise	US38	Professional Services
US16	Energy Enterprise	US39	Real Estate Enterprise
US17	Entertainment Enterprise	US40	Retail Enterprise
US18	Events	US41	Socio-economic Program/Activity/Scheme
US19	Fashion & Beauty	US42	Sports Enterprise
US20	Financial Services/Banking Enterprise	US43	Telecommunications
US21	FMCG Enterprise	US44	Tourism/Travel/Transportation Enterprise
US22	Food & Beverages Enterprise	US45	Utilities
US23	Gaming		