

| INDIA CONTENT LEADERSHIP AWARDS AND CONFERENCE - ICL 2024 | |
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| Content as a Product | TV Shows |
| | PT01 Best Business/Financial Content on TV |
| | PT02 Best Drama Content on TV |
| | PT03 Best Educational Content on TV |
| | PT04 Best Entertaining Content on TV |
| | PT05 Best Fiction Content on TV |
| | PT06 Best Financial Content on TV |
| | PT07 Best Horror Content on TV |
| | PT08 Best Humorous/Satirical Content on TV |
| | PT09 Best Lifestyle Content on TV |
| | PT10 Best Motivational Content on TV |
| | PT11 Best Music Content on TV |
| | PT12 Best News Content on TV |
| | PT13 Best Non-fiction Content on TV |
| | PT14 Best Sports Content on TV |
| | PT15 Best Thriller Content on TV |
| | PT16 Best Vernacular/Local-Language Content on TV |
| | Web Shows (OTT) |
| | PW01 Best Business/Financial Content on an OTT Platform |
| | PW02 Best Drama Content on an OTT Platform |
| | PW03 Best Educational Content on an OTT Platform |
| | PW04 Best Entertaining Content on an OTT Platform |
| | PW05 Best Fiction Content on an OTT Platform |
| | PW06 Best Financial Content on an OTT Platform |
| | PW07 Best Horror Content on an OTT Platform |
| | PW08 Best Humorous/Satirical Content on an OTT Platform |
| | PW09 Best Lifestyle Content an OTT Platform |
| | PW10 Best Motivational Content on an OTT Platform |
| | PW11 Best Music Content on an OTT Platform |
| | PW12 Best News Content on an OTT Platform |
| | PW13 Best Non-fiction Content on an OTT Platform |
| | PW14 Best Sports Content on an OTT Platform |
| | PW15 Best Thriller Content on an OTT Platform |
| | PW16 Best Vernacular/Local-Language Content on an OTT Platform |
| | Social Platforms (YouTube/Facebook/Instagram/LinkedIn/Blogs, etc.) |
| | PS01 Best Business/Financial Content on Social Platform(s) |
| | PS02 Best Drama Content on Social Platform(s) |
| | PS03 Best Educational Content on Social Platform(s) |
| | PS04 Best Entertaining Content on Social Platform(s) |
| | PS05 Best Fiction Content on Social Platform(s) |
| | PS06 Best Financial Content on Social Platform(s) |
| | PS07 Best Horror Content on Social Platform(s) |
| | PS08 Best Humorous/Satirical Content on Social Platform(s) |
| | PS09 Best Lifestyle Content on Social Platform(s) |
| | PS10 Best Motivational Content on Social Platform(s) |
| | PS11 Best Music Content on Social Platform(s) |
| | PS12 Best News Content on Social Platform(s) |
| | PS13 Best Non-fiction Content on Social Platform(s) |
| PS14 Best Sports Content on Social Platform(s) | |
| PS15 Best Thriller Content on Social Platform(s) | |
| PS16 Best Vernacular/Local-Language Content on Social Platform(s) | |

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| Content as a Product | Print (Daily/Periodical/Magazine/Report) | |
| | PP01 | Best Business Content in Print |
| | PP02 | Best Educational Content in Print |
| | PP03 | Best Entertaining Content in Print |
| | PP04 | Best Fiction Content in Print |
| | PP05 | Best Financial Content in Print |
| | PP06 | Best Lifestyle Content in Print |
| | PP07 | Best News Content in Print |
| | PP08 | Best Non-fiction Content in Print |
| | PP09 | Best Sports Content in Print |
| | PP10 | Best Vernacular/Local-Language Content in Print |
| | Audio (Radio/Podcast) | |
| | PA01 | Best Business/Financial Content on Radio/Podcast |
| | PA02 | Best Educational Content on Radio/Podcast |
| | PA03 | Best Entertaining Content on Radio/Podcast |
| | PA04 | Best Music Content on Radio/Podcast |
| | PA05 | Best News Content on Radio/Podcast |
| | PA06 | Best Sports Content on Radio/Podcast |
| | PA07 | Best Vernacular/Local-Language Content on Radio/Podcast |

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| Content as a Service | Content Marketing - Traditional Media | |
| | ST01 | Best Content in a 360 Degree Marketing Campaign |
| | ST02 | Best Content in a B-2-B Marketing Campaign |
| | ST03 | Best Content in a B-2-C Marketing Campaign |
| | ST04 | Best Content in a Big Screen Marketing Campaign (Cinema Screen) |
| | ST05 | Best Content in a BTL Marketing Campaign |
| | ST06 | Best Content in a Direct Marketing Campaign (Offline) |
| | ST07 | Best Content in a Low Budget Marketing Campaign (Offline) |
| | ST08 | Best Content in a PR Campaign (Offline) |
| | ST09 | Best Content in a Print Campaign (Daily) |
| | ST10 | Best Content in a Print Campaign (Magazine) |
| | ST11 | Best Content in a Product Placement Strategy |
| | ST12 | Best Content in a Radio Campaign |
| | ST13 | Best Content in a TVC Campaign |
| | ST14 | Best Content in an Experiential Marketing Campaign |
| | ST15 | Best Content in an OOH Campaign |
| | ST16 | Best Content in Covid 19/Lockdown Campaign |
| | Content Marketing - Digital Media | |
| | SD01 | Best Branded Content |
| | SD02 | Best Content in a B2B Digital Campaign |
| | SD03 | Best Content in a B2C Digital Campaign |
| | SD04 | Best Content in a Cross-channel Marketing Campaign |
| | SD05 | Best Content in a Digital Experience Marketing Campaign |
| | SD06 | Best Content in a Digital Integrated Marketing Campaign |
| | SD07 | Best Content in a Digital Internal Communication Campaign |
| | SD08 | Best Content in a Digital Re-targeting Campaign |
| | SD09 | Best Content in a Display Marketing Campaign |
| | SD10 | Best Content in a Facebook Campaign |
| | SD11 | Best Content in a Gamification Marketing Campaign |
| | SD12 | Best Content in a LinkedIn Campaign |
| SD13 | Best Content in a Low-Budget Marketing Campaign (Digital) | |
| SD14 | Best Content in a Mobile Marketing Campaign - Overall | |

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| Content as a Service | SD15 | Best Content in a Performance-driven Digital Campaign |
| | SD16 | Best Content in a Performance-driven Mobile Campaign |
| | SD17 | Best Content in a Performance-driven Social Media Campaign |
| | SD18 | Best Content in a Push Notification Campaign |
| | SD19 | Best Content in a Search Marketing Campaign |
| | SD20 | Best Content in a Social Media Marketing Campaign - Overall |
| | SD21 | Best Content in a Social Messenger Campaign |
| | SD22 | Best Content in a Twitter Campaign |
| | SD23 | Best Content in a Video Marketing Campaign |
| | SD24 | Best Content in a Viral Marketing Campaign |
| | SD25 | Best Content in a Youtube Campaign |
| | SD26 | Best Content in an Affiliate Marketing Campaign |
| | SD27 | Best Content in an Email Marketing Campaign |
| | SD28 | Best Content in an Influencer Marketing Campaign |
| | SD29 | Best Content in an Instagram Campaign |
| | SD30 | Best Content in an Online Commercial |
| | SD31 | Best Content in an Online PR Campaign |
| | SD32 | Best Content in Trend/Moment Marketing |
| | SD33 | Best Digital Marketing Campaign with Animated Content |
| | SD34 | Best use of Marketing Automation in a Content Marketing campaign |
| | SD35 | Most Engaging Content in a Digital Marketing Campaign |
| | SD36 | Most Engaging Content in a Mobile Marketing Campaign |
| | SD37 | Most Engaging Content in a Social Media Marketing Campaign |
| | SD38 | Most Innovative/Creative Content in a Digital Marketing Campaign |
| | SD39 | Most Innovative/Creative Content in a Mobile Marketing Campaign |
| | SD40 | Most Innovative/Creative Content in a Social Media Marketing Campaign |
| | SD41 | Best Digital Marketing Campaign with Photographic Content |
| | SD42 | Best Digital Marketing Campaign with User Generated Content |
| | SD43 | Best Digital Content during CoVid 19/Lockdown campaign |
| | Content Marketing: Sector-Specific | |
| | SS01 | Best Content in a Digital Media Campaign by/for a Cause/NPO/NGO/CSR |
| | SS02 | Best Content in a Digital Media Campaign by/for a Commercial Real Estate Enterprise |
| | SS03 | Best Content in a Digital Media Campaign by/for a Conglomerate |
| | SS04 | Best Content in a Digital Media Campaign by/for a Consulting/Business Solutions/Professional Services Enterprise |
| | SS05 | Best Content in a Digital Media Campaign by/for a Financial Services/Banking Enterprise |
| | SS06 | Best Content in a Digital Media Campaign by/for a Food & Beverages Enterprise |
| | SS07 | Best Content in a Digital Media Campaign by/for a Healthcare Enterprise |
| | SS08 | Best Content in a Digital Media Campaign by/for a Manufacturing Enterprise |
| | SS09 | Best Content in a Digital Media Campaign by/for a Media/Entertainment Enterprise |
| | SS10 | Best Content in a Digital Media Campaign by/for a Political leader/Organization/Movement |
| | SS11 | Best Content in a Digital Media Campaign by/for a Real Estate Enterprise |
| | SS12 | Best Content in a Digital Media Campaign by/for a Retail Enterprise |
| | SS13 | Best Content in a Digital Media Campaign by/for a Socio-economic Program/Activity/Scheme |
| SS14 | Best Content in a Digital Media Campaign by/for a Sports Enterprise | |
| SS15 | Best Content in a Digital Media Campaign by/for a Tours & Travel Enterprise | |
| SS16 | Best Content in a Digital Media Campaign by/for an Agricultural Enterprise | |
| SS17 | Best Content in a Digital Media Campaign by/for an Automobile Enterprise | |
| SS18 | Best Content in a Digital Media campaign by/for an eCommerce Enterprise | |

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| Content as a Service | SS19 | Best Content in a Digital Media Campaign by/for an Educational Institution/Enterprise |
| | SS20 | Best Content in a Digital Media Campaign by/for an Electronics Enterprise |
| | SS21 | Best Content in a Digital Media Campaign by/for an FMCG/CPG Enterprise |
| | SS22 | Best Content in a Digital Media Campaign by/for an Industrial Products/Commodities Enterprise |
| | SS23 | Best Content in a Digital Media Campaign by/for an IT/ITES/IOT Enterprise |
| | SS24 | Best Content in a Traditional Media Campaign by/for a Cause/NPO/NGO/CSR |
| | SS25 | Best Content in a Traditional Media Campaign by/for a Commercial Real Estate Enterprise |
| | SS26 | Best Content in a Traditional Media Campaign by/for a Conglomerate |
| | SS27 | Best Content in a Traditional Media Campaign by/for a Consulting/Business Solutions/Professional Services Enterprise |
| | SS28 | Best Content in a Traditional Media Campaign by/for a Financial Services/Banking Enterprise |
| | SS29 | Best Content in a Traditional Media Campaign by/for a Food & Beverages Enterprise |
| | SS30 | Best Content in a Traditional Media Campaign by/for a Healthcare Enterprise |
| | SS31 | Best Content in a Traditional Media Campaign by/for a Manufacturing Enterprise |
| | SS32 | Best Content in a Traditional Media Campaign by/for a Media/Entertainment Enterprise |
| | SS33 | Best Content in a Traditional Media Campaign by/for a Political leader/Organization/Movement |
| | SS34 | Best Content in a Traditional Media Campaign by/for a Real Estate Enterprise |
| | SS35 | Best Content in a Traditional Media Campaign by/for a Retail Enterprise |
| | SS36 | Best Content in a Traditional Media Campaign by/for a Socio-economic Program/Activity/Scheme |
| | SS37 | Best Content in a Traditional Media Campaign by/for a Sports Enterprise |
| | SS38 | Best Content in a Traditional Media Campaign by/for a Tours & Travel Enterprise |
| | SS39 | Best Content in a Traditional Media Campaign by/for an Agricultural Enterprise |
| | SS40 | Best Content in a Traditional Media Campaign by/for an Automobile Enterprise |
| | SS41 | Best Content in a Traditional Media Campaign by/for an eCommerce Enterprise |
| | SS42 | Best Content in a Traditional Media Campaign by/for an Educational Institution/Enterprise |
| | SS43 | Best Content in a Traditional Media Campaign by/for an Electronics Enterprise |
| | SS44 | Best Content in a Traditional Media Campaign by/for an FMCG/CPG Enterprise |
| | SS45 | Best Content in a Traditional Media Campaign by/for an Industrial Products/Commodities Enterprise |
| | SS46 | Best Content in a Traditional Media Campaign by/for an IT/ITES/IOT Enterprise |
| SS47 | Best Content in a Digital Media Campaign by/for a Construction/Infrastructure/Steel Enterprise | |
| SS48 | Best Content in a Traditional Media Campaign by/for a Construction/Infrastructure/Steel Enterprise | |

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| Content as an Enabler | Website/Blog | |
| | EW01 | Best Content in a Business Blog/Website |
| | EW02 | Best Content in a Charitable/Non-Profit/Non-Govt. Organization Blog/Website |
| | EW03 | Best Content in a Consumer Electronics Blog/Website |
| | EW04 | Best Content in a Coupons/Deals/Cashbacks Blog/Website |
| | EW05 | Best Content in a Fashion & Beauty Blog/Website |
| | EW06 | Best Content in a Financial Services/Banking Blog/Website |
| | EW07 | Best Content in a Food & Drink Blog/Website |
| | EW08 | Best Content in a Gaming Blog/Website |
| | EW09 | Best Content in a Healthcare/Fitness Blog/Website |

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| Content as an Enabler | EW10 | Best Content in a Job/Professional Networking Blog/Website | |
| | EW11 | Best Content in a Local Language/Vernacular Blog/Website | |
| | EW12 | Best Content in a Media/Entertainment Blog/Website | |
| | EW13 | Best Content in a News Blog/Website | |
| | EW14 | Best Content in a Personal Blog/Website | |
| | EW15 | Best Content in a Professional Services Blog/Website | |
| | EW16 | Best Content in a Real Estate Blog/Website | |
| | EW17 | Best Content in a Social Media/Messenger Blog/Website | |
| | EW18 | Best Content in a Sports Blog/Website | |
| | EW19 | Best Content in a Travel/Tourism Blog/Website | |
| | EW20 | Best Content in an Automobile Blog/Website | |
| | EW21 | Best Content in an eCommerce Website by a Retail Brand | |
| | EW22 | Best Content in an eCommerce Website in a Specialised Category | |
| | EW23 | Best Content in an Educational Blog/Website | |
| | EW24 | Best Content in an Events Blog/Website | |
| | EW25 | Best Content in an Online Classified/Resale Marketplace/Online Booking Blog/Website | |
| | EW26 | Best Content in an Online Shopping Blog/Website | |
| | Mobile App | | |
| | EM01 | Best Content in a Business App | |
| | EM02 | Best Content in a Charitable/Non-Profit/Non-Govt. Organization App | |
| | EM03 | Best Content in a Consumer Electronics App | |
| | EM04 | Best Content in a Coupons/Deals/Cashbacks App | |
| | EM05 | Best Content in a Fashion & Beauty App | |
| | EM06 | Best Content in a Financial Services/Banking App | |
| | EM07 | Best Content in a Food & Drink App | |
| | EM08 | Best Content in a Gaming App | |
| | EM09 | Best Content in a Healthcare/Fitness App | |
| | EM10 | Best Content in a Job/Professional Networking App | |
| | EM11 | Best Content in a Local Language/Vernacular App | |
| | EM12 | Best Content in a Media/Entertainment App | |
| | EM13 | Best Content in a News App | |
| | EM14 | Best Content in a Personal App | |
| | EM15 | Best Content in a Professional Services App | |
| | EM16 | Best Content in a Real Estate App | |
| EM17 | Best Content in a Social Media/Messenger App | | |
| EM18 | Best Content in a Sports App | | |
| EM19 | Best Content in a Travel/Tourism App | | |
| EM20 | Best Content in an Automobile App | | |
| EM21 | Best Content in an eCommerce App by a Retail Brand | | |
| EM22 | Best Content in an eCommerce App in a Specialised Category | | |
| EM23 | Best Content in an Educational App | | |
| EM24 | Best Content in an Events App | | |
| EM25 | Best Content in an Online Classified/Resale Marketplace/Online Booking App | | |
| EM26 | Best Content in an Online Shopping App | | |
| Overall Content Excellence | Apex | | |
| | OA01 | Best Content Delivery Enabler [Technology] | |
| | OA02 | Best Content in a full-length Feature Film | |
| | OA03 | Best Content in a short-Film/documentary | |
| | OA04 | Best Content in a TV/Web Series | |
| | OA05 | Best Content Startup | |
| | OA06 | Content Debut of the Year | |

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| Overall Content Excellence | OA07 | Content Enterprise of the Year |
| | OA08 | Content Influencer of the Year [Person] |
| | OA09 | Content Leader of the Year [Person] |
| | OA10 | Content Marketer of the Year [Person] |
| | OA11 | Young Achiever of the Year - Content |
| | OA12 | Content Marketing Agency of the Year |
| | Leadership League | |
| | OL01 | Top Content Brands - Enterprises |
| | OL02 | Top Content Brands - Start-ups |
| | OL03 | Top Content Professionals - Veterans |
| | OL04 | Top Content Professionals - Young Achievers |
| | OL05 | Top Content Agencies - Network |
| | OL06 | Top Content Agencies - Independent |