INDIA CONTENT LEADERSHIP AWARDS AND CONFERENCE - ICL 2025		
	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
Content as a Product	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)

		Print (Daily/Periodical/Magazine/Report)
Content as a Product	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

		Content Marketing - Traditional Media
Content as a Service	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 Startegy
	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

	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
Content as a Service	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

	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
Content as a Service	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

		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
Content as an Enabler	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

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

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