

Category	Entry Name	Agency Name	Winners
Best product or service launch	BMW i8 Launch	Encompass Events Pvt Ltd	Gold
Best product or service launch	Mini Cooper S Launch Drive Event	Encompass Events Pvt Ltd	Silver
Best product or service launch	Ozone Urbana Festival	Oaks Management Consultancy Pvt Ltd	Silver
Best product or service launch	Le Meridien Gurgaon Launch	Event Crafter	Merit
Category	Entry Name	Agency Name	Winners
Décor design for a wedding or social event	Enchanted Garden	E-Factor Entertainment Pvt. Ltd.	Gold
Décor design for a wedding or social event	Ram Sita Theme Wedding in Liberty Family	Rashi Entertainment Pvt. Ltd.	Silver
Décor design for a wedding or social event	Sangeet	Abhishek Arora Designs Private Limited	Merit
Décor design for a wedding or social event	Shreya & Ankit Wedding, Jodhpur	Ankita Chugh Weddings	Merit
Category	Entry Name	Agency Name	Winners
Best use of digital marketing for an event or activation	Lays Ticket Hunt	Team 1 (Encompass GroupM)	Gold
Best use of digital marketing for an event or activation	Pepsi Malhar	Team 1 (Encompass GroupM)	Silver
Best use of digital marketing for an event or activation	#timefornewlearning by Intel	Pulp Strategy Communications Pvt Ltd	Merit
Category	Entry Name	Agency Name	Winners
Best use of technology for an event or activation	Nissan Innovation Station	TRO	Gold
Best use of technology for an event or activation	HSBC Two Minute Vacation	GroupM - Dialogue Factory	Silver
Best use of technology for an event or activation	Iscon Platinum Launch	Gobananas	Merit
Best use of technology for an event or activation	BMW i8 Launch	Encompass Events Pvt Ltd	Merit
Category	Entry Name	Agency Name	Winners
Best Social Media amplification or mobile application for an event or activation	Lays Ticket H+B48unt	Team 1 (Encompass GroupM)	Gold
Best Social Media amplification or mobile application for an event or activation	India Bike Week 2015	Seventy Event Media Group	Silver

Best Social Media amplification or mobile application for an event or activation	Philips SpeedStyle	Pulp Strategy Communications Pvt Ltd	Silver
Best Social Media amplification or mobile application for an event or activation	LG - The Great India Selfie Challenge	Laqshya Live Experiences	Merit
Category	Entry Name	Agency Name	Winners
Best CSR event or activation initiative'	Whisper Touch The Pickle	Encompass Events Pvt Ltd	Gold
Best CSR event or activation initiative'	Equal Streets	Laqshya Live Experiences	Gold
Best CSR event or activation initiative'	NSE Funancial Quest 2014-15	Krayon - EduMedia India Pvt. Ltd.	Silver
Best CSR event or activation initiative'	Aahar Abhiyaan	Team 1 (Encompass GroupM)	Merit
Category	Entry Name	Agency Name	Winners
Best event management marketing education program	National Institute of Event Management	National Institute of Event Management	Silver
Category	Entry Name	Agency Name	Winners
Best Signature Event	Lucozade Sport Conditions Zone	TRO	Gold
Best Signature Event	BMW i8 launch	Encompass Events Pvt Ltd	Silver
Best Signature Event	Iscon Platinum Launch	Gobananas	Merit
Best Signature Event	Aap Ki Adaalat 21 years celebration	Cineyug	Merit
Best Signature Event	Got Talent World Stage Live	Cineyug	Merit
Category	Entry Name	Agency Name	Winners
Best public Event (Ticket + non ticket)	India Bike Week 2015	Seventy Event Media Group	Gold
Best public Event (Ticket + non ticket)	T1 Prima Truck Racing Championship Season 2	TIC, The Innuendo Communications	Silver
Best public Event (Ticket + non ticket)	Rann Utsav	LalLooji	Silver
Best public Event (Ticket + non ticket)	IIFA Weekend & Awards Awards - Tampa	Wizcraft International Entertainment Pvt Ltd	Merit
Best public Event (Ticket + non ticket)	IIFA Awards - Tampa	Wizcraft International Entertainment Pvt Ltd	Merit
Best public Event (Ticket + non ticket)	MTV Bollyland	Cineyug	Merit
Best public Event (Ticket + non ticket)	International Premier Tennis League	Fountainhead Entertainment Pvt. Ltd.	Merit
Category	Entry Name	Agency Name	Winners
Best Televised Event	IIFA Awards - Tampa	Wizcraft International Entertainment Pvt Ltd	Gold
Best Televised Event	StarGuild Awards 2015	Wizcraft International Entertainment Pvt Ltd	Silver
Best Televised Event	Sansui Colors Stardust Awards 2014	Cineyug	Merit
Category	Entry Name	Agency Name	Winners
Best MICE Event	Philips India Kick-Off 2015, Colombo	Enthuse Answers Communications (P) Ltd	Gold

Best MICE Event	Wipro Leading Edge 2014	Phase 1 Events and Experiences	Silver
Best MICE Event	Wipro Global Delivery and Leadership Meet 2015	Network 8 Promotions and Events India Pvt Ltd	Merit
Category	Entry Name	Agency Name	Winners
Best International Event	IIFA Awards - Tampa	Wizcraft International Entertainment Pvt Ltd	Gold
Best International Event	SLAM! The Tour	Cineyug	Silver
Best International Event	IIFA Stomp - Tampa	Wizcraft International Entertainment Pvt Ltd	Merit
Category	Entry Name	Agency Name	Winners
Best Internal event or activation	Spirit of Wipro Run 2014	Phase 1 Events and Experiences	Gold
Best Internal event or activation	Sales Conference	Aura Integrated Solutions Pvt. Ltd.	Gold
Best Internal event or activation	Cognathon	Aura Integrated Solutions Pvt. Ltd.	Silver
Best Internal event or activation	Wipro Global Delivery and Leadership Meet 2015	Network 8 Promotions and Events India Pvt Ltd	Merit
Category	Entry Name	Agency Name	Winners
Best event for the govt	Rann Utsav	LalLooji	Gold
Best event for the govt	Jheel Mahotsav 2015	Vision Force	Silver
Best event for the govt	CEO conclave at Vibrant Gujarat	Encompass Events Pvt Ltd	Merit
Category	Entry Name	Agency Name	Winners
Best Dealer activation	Kamdhenu Pain - Target Ka Badshah	Rashi Entertainment Pvt. Ltd	Gold
Best Dealer activation	Nerolac Little Master ke Heavyweight	Event Crafter	Silver
Best Dealer activation	Utsav - Sathiyo No Jashn	Markcom Solutions Pvt Ltd	Merit
Category	Entry Name	Agency Name	Winners
Best Wedding	Khazana Wedding, Jodhpur	Ankita Chugh Weddings	Gold
Best Wedding	The Dubai Wedding	E-Factor Entertainment Pvt. Ltd.	Silver
Best Wedding	Udaipur Wedding	Wedniksha Wedding Planners Pvt. Ltd.	Merit
Best Wedding	Agarwal & Chhabria Wedding	Motwane Entertainment & Weddings	Merit
Best Wedding	The Istanbul Magnifique	E-Factor Entertainment Pvt. Ltd.	Merit
Category	Entry Name	Agency Name	Winners
Best social event other than wedding	50th Birthday- A Milestone Event	Touchwood Group	Gold
Best social event other than wedding	Celebrating Adulthood in Sufiana Style	Rashi Entertainment Pvt. Ltd.	Silver
Best social event other than wedding	Silver Jubilee Wedding Celebration in Jain Family	Rashi Entertainment Pvt. Ltd.	Merit
Category	Entry Name	Agency Name	Winners
Best Destination wedding	The Istanbul Magnifique	E-Factor Entertainment Pvt. Ltd.	Gold

Best Destination wedding	Agarwal & Chhabria Wedding in Chantilly, Paris	Motwane Entertainment & Weddings	Silver
Best Destination wedding	The Dubai Wedding	E-Factor Entertainment Pvt. Ltd.	Silver
Best Destination wedding	Dubai Bliss- Kothari's Wedding	Touchwood Group	Merit
Category	Entry Name	Agency Name	Winners
Best execution of a sports event	T1 Prima Truck Racing Championship Season 2	TIC, The Innuendo Communications	Gold
Best execution of a sports event	NBA Jam 2015	Encompass Events Pvt Ltd	Silver
Best execution of a sports event	Redbull Flugtag	Wizcraft International Entertainment Pvt Ltd	Merit
Best execution of a sports event	International Premier Tennis League	Fountainhead Entertainment Pvt. Ltd.	Merit
Category	Entry Name	Agency Name	Winners
Best New IP - Event or activation	Aadyam an Aditya Birla Group Initiative	Fountainhead Entertainment Pvt. Ltd.	Gold
Best New IP - Event or activation	MTV Bollyland	Cineyug	Silver
Best New IP - Event or activation	White Collar Rock	STORY	Merit
Best New IP - Event or activation	X Bus	Brand Promotions (I) Pvt.Ltd	Merit
Category	Entry Name	Agency Name	Winners
Best IP - Event or activation	IIFA Weekend & Awards Awards - Tampa	Wizcraft International Entertainment Pvt Ltd	Gold
Best IP - Event or activation	IIFA Awards - Tampa	Wizcraft International Entertainment Pvt Ltd	Silver
Best IP - Event or activation	India Bike Week 2015	Seventy Event Media Group	Merit
Best IP - Event or activation	GiMA Awards	Wizcraft International Entertainment Pvt Ltd	Merit
Category	Entry Name	Agency Name	Winners
Best integrated communication program for an IP	Mahindra Blues Festival	Fountainhead Entertainment Pvt. Ltd.	Gold
Best integrated communication program for an IP	Aadyam an Aditya Birla Group Initiative	Fountainhead Entertainment Pvt. Ltd.	Silver
Best integrated communication program for an IP	IBW On Tour 2015	Seventy Event Media Group	Merit
Category	Entry Name	Agency Name	Winners
Best exhibition space or retail display or experience centre	Lucozade Sport Conditions Zone	TRO	Gold
Best exhibition space or retail display or experience centre	Nissan Innovation Station	TRO	Silver
Best exhibition space or retail display or experience centre	Amazon at Jaipur Literature Festival	Phase 1 Events and Experiences	Merit

Category	Entry Name	Agency Name	Winners
Best Roadshow activation	BJP Road Show	Touchwood Group	Gold
Best Roadshow activation	Mountain Dew Jaanbaaz	Brandwidth Events	Gold
Best Roadshow activation	Android One Launch Activation	Encompass Events Pvt Ltd	Silver
Best Roadshow activation	Idea Rocks India - Season 6	Fountainhead Entertainment Pvt. Ltd.	Merit
Category	Entry Name	Agency Name	Winners
Best Consumer activation (Overall)	Ariel Share the Load Dabbawala and Mall Activation	Encompass Events Pvt Ltd	Gold
Best Consumer activation (Overall)	Nissan Innovation Station	TRO	Gold
Best Consumer activation (Overall)	Nike Run Himalayas	Wizcraft International Entertainment Pvt Ltd	Silver
Best Consumer activation (Overall)	The TATA S.O.U.L Campaign	Seventy Event Media Group	Merit
Best Consumer activation (Overall)	Mountain Dew Jaanbaaz	Brandwidth Events	Merit
Category	Entry Name	Agency Name	Winners
Best School or Youth Activation	Horlicks Mission Exams 2015	Krayon - EduMedia India Pvt. Ltd.	Gold
Best School or Youth Activation	Youtube Mixers - The Creators Showcase	Laqshya Live Experiences	Gold
Best School or Youth Activation	Pepsi Malhaar	Team 1 (Encompass GroupM)	Silver
Best School or Youth Activation	Aakash Diksha	Brand Promotions (I) Pvt.Ltd	Merit
Best School or Youth Activation	Philips Big Leap	Pulp Strategy Communications Pvt Ltd	Merit
Category	Entry Name	Agency Name	Winners
Best Product launch activation	Nerolac Little Master ke Heavyweight	Event Crafter	Gold
Best Product launch activation	Wockhardt Hospital Launch	Madison OOH	Silver
Category	Entry Name	Agency Name	Winners
Best Mall or instore activation	Ariel Share the Load Activation	Encompass Events Pvt Ltd	Gold
Best Mall or instore activation	CaratLane 1st Store Launch	Laqshya Live Experiences	Silver
Best Mall or instore activation	HSBC Two Minute Vacation	GroupM - Dialogue Factory	Silver
Best Mall or instore activation	LG - #The Great Indian Selfie Challenge	Laqshya Live Experiences	Merit
Best Mall or instore activation	Hero iSmart Activation	Salt Experiential Marketing	Merit
Category	Entry Name	Agency Name	Winners
Global honour for cause campaigning	ALS Ice Bucket Challenge	Nancy Frates	Gold
Global honour for Experience creation	Turn On The Lights	XSAGA	Gold
Global honour for City Festival creation	Amsterdam Lights Festival	Rogier vander Heide	Gold
Global Honour for Innovative use of technology	Holograms of Freedom	DDB Spain	Gold
Global Honour for Event Tourism and Community Engagement	Visit Tampa Bay Event Marketing	Santiago Corrada	Gold
EEMAX Global Honour for Best Live Performance	Comedy	AIB	Gold