

Dinamalar Maddys 2024 Winning List Gold

Points for Agency/Client of the Year

Category	Order Reference Number	Award Category	Brand	Campaign Title	Company Name	City	Average Points Scored	Gold	Silver	Bronze
Regional Tamil - TV	946480264	Creative	Swiggy	Weekend Vettu - Bachelors	Mind Your Language!	Chennai	8.56	10.00		
Regional Tamil - Digital	197175311	Creative	Flipkart	Harvesting Happiness: Flipkart's Pongal Animation Celebrates Tradition with a Twist	Digitally Inspired Media Pvt Ltd	Chennai	8.44	10.00		
Regional Tamil - TV	255714393	Creative	Nippon Paint India	Nippon Paints - Yellow is the new Hello	JERALD FILMS	CHENNAI	8.44	10.00		
Regional Tamil - TV	946480264	Creative	Swiggy Instamart	Healthy Disses - Velakkena	Mind Your Language!	Chennai	8.44	10.00		
Regional Tamil - TV	315489975	Creative	7up	Kaara Saaram Eat. 7up Repeat	Fibbr Consulting Services	Chennai	8.33	10.00		
Regional Tamil - Digital	339907385	Creative	Shanthy Talkies	Maaveeran x Chess Olympiad	Mangopost	Chennai	8.33	10.00		
Regional Tamil - TV	946480264	Creative	Swiggy	Weekend Vettu - Politician	Mind Your Language!	Chennai	8.33	10.00		
Regional Tamil - Print	867452829	Creative	Nexon Paints, Tiara	Ketchup, Wine, Milk	Vermillion Communications Pvt. Ltd.	Chennai	8.33	10.00		
Regional Tamil - TV	983611628	Creative	Ramraj	Culture of India	Vermillion Communications Pvt. Ltd.	Chennai	8.33	10.00		
Digital Campaigns - Social Media Campaign	946480264	Digital	TVS/ Eurogrip	For Unexpected Turns	Mind Your Language!	Chennai	8.22	10.00		
Digital Campaigns - Social Media Campaign	475806009	Digital	Kerala Tourism	Land of Harmony	Stark Communications	Trivandrum	8.22	10.00		
Digital Campaigns - Social Media Campaign	561993354	Digital	The Hindu-Chennai	The Hindu Made of Chennai	The Hindu	Chennai	8.22	10.00		
Regional Tamil - Digital	608990816	Creative	Minmini	Maatram Ippo Namma Kaiyila	Hogarth India	Gurugram	8.11	10.00		
Regional Tamil - TV	946480264	Creative	Swiggy Instamart	Healthy Disses - Vengayam	Mind Your Language!	Chennai	8.11	10.00		
Print - Copywriting	561993354	Creative	The Hindu Group	Homeless Animals- An initiative by The Hindu's Care. Community. Conversation	The Hindu	Chennai	8.11	10.00		
Regional Tamil - Print	131789211	Creative	Amrit Hospitals	Diabetes affects eye Sight	BCC Martech	Chennai	8.00	10.00		
Regional Tamil - Digital	197175311	Creative	Disney+ Hotstar Tamil	The '1 Ticket Naalu Padam' Success Story on Disney+ Hotstar Tamil	Digitally Inspired Media Pvt Ltd	Chennai	8.00	10.00		
Regional Tamil - TV	946480264	Creative	Swiggy Instamart	Healthy Disses - Masala	Mind Your Language!	Chennai	8.00	10.00		
Regional Tamil - Digital	475806009	Creative	Ather Electric	It's Electric, Machi!	Stark Communications	Trivandrum	8.00	10.00		
Digital Campaigns - Social Media Campaign	923932752	Digital	The Times Of India	Happystreets	The Sight	Chennai	8.00	10.00		
Digital Campaigns - Social Media Campaign	878453314	Digital	Zee Entertainment Enterprises Limited - Zee Banda	Kar Kache Koi Moner Kotha Launch Campaign	Zee Entertainment Enterprises Limited	Kolkata	8.00	10.00		

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Silver

Points for Agency/Client of the Year

Category	Order Reference Number	Award Category	Brand	Campaign Title	Company Name	City	Average Points Scored	Gold	Silver	Bronze
Digital Campaigns - Social Media Campaign	436230067	Digital	CONFIRMTKT	CRICKET WORLD CUP IN INDIA	GROUP M MEDIA INDIA PRIVATE LIMITED	Chennai	7.22		5.00	
Media & Entertainment Promos-Non Fiction	267070558	Creative	SUPERSINGER JUNIOR	SEASON 09 - Proghida sree	Vijay Television	Chennai	7.13		5.00	
Regional Tamil - Print	339907385	Creative	Madras Updates	Chess Olympiad - The Knight	Mangopost	Chennai	7.08		5.00	
Video - Editing	339907385	Creative	Shanthi Talkies	Maaveeran x Chess Olympiad	Mangopost	Chennai	7.08		5.00	
Regional Tamil - TV	674226001	Creative	Parry's Jaggery	Traditional Jaggery	RKSWAMY Limited	Chennai	7.08		5.00	
Regional Tamil - Print	867452829	Creative	Kancheepuram Vara Mahalakshmi Silks	T.Nagar	Vermillion Communications Pvt. Ltd.	Chennai	7.08		5.00	
Digital Campaigns - Social Media Campaign	483899756	Digital	AMAZON PRIME VIDEO	Poacher - Missing elephants spark conversations	Amazon Seller Services Private Limited	Chennai	7.05		5.00	
Regional Tamil - OOH	315489975	Creative	7up	Pongal Kondatathin Refresher	Flibbr Consulting Services	Chennai	6.97		5.00	
Digital Campaigns - Social Media Campaign	479150933	Digital	Popkon Creatives	Popkon - The Kerala story	Popkon Creatives	Kochi	6.97		5.00	
Product - FMCG Digital	601510341	Creative	TATA Tea Premium	Desh Ke Dhaage - Celebrating handlooms of India	Supermassive Studios	Chennai	6.97		5.00	
Digital Campaigns - Social Media Campaign	983611628	Digital	Nexon Paints	Nexon New Logo Contest	Vermillion Communications Pvt. Ltd.	Chennai	6.97		5.00	
Digital Campaigns - Social Media Campaign	620198436	Digital	ITC Classmate	28 Days of Science 2023	Deepsense Digital Solutions Pvt Ltd	Chennai	6.86		5.00	
Digital Campaigns - Social Media Campaign	197175311	Digital	Disney+ Hotstar Tamil	The '1 Ticket Naalu Padam' Success Story on Disney+ Hotstar Tamil	Digitally Inspired Media Pvt Ltd	Chennai	6.86		5.00	
Regional Tamil - Digital	197175311	Creative	Zee5 Tamil	The Strategic Marketing Campaign for Viduthalai's Extended Director's Cut on Zee5	Digitally Inspired Media Pvt Ltd	Chennai	6.86		5.00	
Digital Campaigns - Social Media Campaign	979581076	Digital	Swim12 India	Once a Swimmer Always a Swimmer	Ontwikkel Advertising	Chennai, 600086	6.86		5.00	
Regional Tamil - TV	405385095	Creative	CEAT	Tyre-il Thangam offer	Still Waters Films Pvt Limited	Chennai	6.86		5.00	
Media & Entertainment Print	867452829	Creative	Water Digest	Spinach, Village & School	Vermillion Communications Pvt. Ltd.	Chennai	6.80		5.00	
Best Use of Artificial Intelligence	436230067	Creative	BHARAT MATRIMONY	Real Vs. Reel. Be Choosy	GROUP M MEDIA INDIA PRIVATE LIMITED	Chennai	6.77		5.00	
Maddys Design - Brochure	953445028	Creative	ATHACHI GROUP	Corporate Brochure 2023	Athachi Marc Pvt. Ltd.	Coimbatore	6.74		5.00	
Services - Real Estate Print	384030245	Creative	Araville Farms	Empty Land	BANG IN THE MIDDLE Pvt Ltd	Gurgaon	6.74		5.00	
Regional Tamil - Digital	197175311	Creative	Disney+ Hotstar Tamil	Unveiling 'Mathagam' on Disney+ Hotstar Tamil with a Social Media Blitz	Digitally Inspired Media Pvt Ltd	Chennai	6.74		5.00	
Regional Tamil - TV	906630904	Creative	Aashirvaad Atta	Aashirvaad - Atta Rap	Kadhai Films	Chennai	6.74		5.00	

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Silver

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Regional Tamil - Digital	809014570	Creative	HAMSAREHAB	Hamsa Madras Day	P.Jagan	Chennai	6.74		5.00	
Regional Tamil - Digital	809014570	Creative	Smartal Jbota?	Smartal Jbota?	P.Jagan	Chennai	6.74		5.00	
Digital Campaigns - Social Media Campaign	983611628	Digital	Nexon Paints	Match Fixing - ICC World Cup	Vermillion Communications Pvt. Ltd.	Chennai	6.74		5.00	
Regional Tamil - Print	471886464	Creative	Ramraj	A2,500-YEAR-OLD ADVERTISEMENT	Vermillion Communications Pvt. Ltd.	Chennai	6.74		5.00	
Regional Tamil - TV	798462037	Creative	Urbanrise - An Alliance Group Company	RUNNER Film 3/4 - Urbanrise The World of Joy - Sandhoshatha Control Eh Panna Mudiyaadhu!	JERALD FILMS	CHENNAI	6.63		5.00	
Regional Tamil - Print	339907385	Creative	Madras Updates	Chess Olympiad - The Rook	Mangopost	Chennai	6.63		5.00	
Media & Entertainment TV	946480264	Creative	Star Vijay	Bigg Boss Season 6	Mind Your Language!	Chennai	6.63		5.00	
Regional Tamil - OOH	475806009	Creative	JSW Steel Coated Products Ltd	TN's Roofing Sheet	Stark Communications	Trivandrum	6.63		5.00	
Product - Consumer Durables Print	983611628	Creative	Nexon Paints	Furniture	Vermillion Communications Pvt. Ltd.	Chennai	6.63		5.00	
Media & Entertainment Promos-Non Fiction	267070558	Creative	SUPERSINGERJUNIOR	SEASON 09 - Viswa Rubini	Vijay Television	Chennai	6.63		5.00	
Product - FMCG Digital	402679338	Creative	TATA TEA	TATA TEA PREMIUM - UTKALAKI KALA	BOWLINE	MUMBAI - 400104	6.52		5.00	
Media & Entertainment Digital	780189242	Creative	The Hindu	Made of madras	Celluloids Films	Chennai	6.52		5.00	
Creatives or Content - Influencer Communications	197175311	Digital	Zee5 Tamil	Agilan VOX Influencer Activation: Engaging Gen Z on Social Media	Digitally Inspired Media Pvt Ltd	Chennai	6.52		5.00	
Public Service - Print	732919120	Creative	Dainik Jagran-inext	Fake Friends	Jagran Prakashan Ltd.	Kanpur	6.52		5.00	
Product - FMCG Digital	452927587	Creative	Levista	Levista Coffee Powder Art Film	Mr. A Brand Works	Chennai	6.52		5.00	
Print - Copywriting	730373200	Creative	Vummi Bangaru Jewellers	Oddiyanam Festival - VBJ	Pixelate Brandlabs Pvt Ltd	Chennai	6.52		5.00	
Digital Campaigns - Brand Campaign	709107435	Digital	Samsonite	Tested Like Samsonite	Social Beat LLP	Chennai	6.52		5.00	
Regional Tamil - OOH	471886464	Creative	Ramraj	A2,500-YEAR-OLD ADVERTISEMENT	Vermillion Communications Pvt. Ltd.	Chennai	6.52		5.00	
Media & Entertainment OOH	483899756	Creative	AMAZON PRIMEVIDEO	The Village - The Spooky visit ? Mutants hop aboard the Chennai Metro"	Amazon Seller Services Private Limited	Chennai	6.47		5.00	
Services - Health & Wellness OOH	100779076	Creative	VHSMulti specialty Hospital	VHS-CAN YOU HEAR THE WARNING?	be positive 24 Communication Design Pvt Ltd.	Chennai	6.47		5.00	

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Media & Entertainment Promos-Fiction	339907385	Creative	Shanthi Talkies	Maaveeran x Chess Olympiad	Mangopost	Chennai	6.47		5.00	
Media & Entertainment Promos-Fiction	923932752	Creative	Shanthi Talkies	Maaveeran	The Sight	Chennai	6.47		5.00	
Media Innovation - Digital Media	483899756	Media	Poacher - Amazon Prime Video	Poacher - Missing Elephants spark conversations	Amazon Seller Services Private Limited	Chennai	6.47		5.00	
Product - FMCGOOH	417472998	Creative	Shri Vinayaka Enterprises	The Green Sp	Bud	Bangalore	6.41		5.00	
Regional Tamil - TV	313107921	Creative	AGNI	AGNI TMT - CELEBRATING THE UNSEEN HEROES	HI TIMEFLICKS	coimbatore	6.41		5.00	
Services - Online services Digital	946480264	Creative	Swiggy	Onam Padakali	Mind Your Language!	Chennai	6.41		5.00	
Video - Cineatography	439365564	Creative	Equitas Small Finance Bank	The voice of salt - Circle of Life by Equitas Bank	Picture Machine	Chennai	6.41		5.00	
Maddys Design - Point Of Sale or Instore or Environment Branding	730373200	Creative	WorkEZ	WorkEZ - Workspace Artwork - Environment Branding	Pixelate Brandlabs Pvt Ltd	Chennai	6.41		5.00	
Print - Copywriting	471886464	Creative	JP Finance	TV Goggles, Power Roller Skates, Massage Helmet	Vermillion Communications Pvt. Ltd.	Chennai	6.41		5.00	
Video - VFX	983611628	Creative	Ramraj	Culture of India	Vermillion Communications Pvt. Ltd.	Chennai	6.38		5.00	
Digital Campaigns - Social Media Campaign	197175311	Digital	Zee5 Tamil	The Strategic Marketing Campaign for Viduthalai's Extended Director's Cut on Zee5	Digitally Inspired Media Pvt Ltd	Chennai	6.30		5.00	
Creatives or Content - Content Marketing	561993354	Digital	The Hindu-Chennai	The Hindu Made of Chennai	The Hindu	Chennai	6.30		5.00	
Video - Original Music	402679338	Creative	TATA TEA PREMIUM	TATA TEA - UTKALA KI KALA	BOWLINE	MUMBAI - 400104	6.30		5.00	
Regional Tamil - TV	798462037	Creative	Urbanrise - An Alliance Group Company	DRIVER Film 2/4 - Urbanrise The World of Jby-Sandhoshatha Control Eh Panna Mudiyaadhu!	JERALD FILMS	CHENNAI	6.30		5.00	
Media & Entertainment OOH	923932752	Creative	Shanthi Talkies	Maaveeran	The Sight	Chennai	6.30		5.00	
Media & Entertainment Promos-Non Fiction	267070558	Creative	Big Boss	Season 06	Vijay Television	Chennai	6.30		5.00	
Maddys Media - Integrated Campaigns Min Of 3-5 Mediums	483899756	Media	AMAZON PRIME VIDEO	Poacher - Making a reel life true crime show's marketing help a real life problem	Amazon Seller Services Private Limited	Chennai	6.30		5.00	
Media Innovation - Sponsorships	108516812	Media	Chik Shampoo	Big Relaunch in Bigg Boss	CavinKare Private Limited	Chennai	6.30		5.00	
Events And Brand Activation - Offline Brand Activation	832105624	Media	Department of Information and Public Relation, Tamil Nadu Government	44th FIDE Chess Olympiad Chennai 2022	Evoke Media	Chennai	6.30		5.00	
Events And Brand Activation - Offline Brand Activation	519669248	Media	Disney Star (Star Maa)	Krishna Mukunda Murari - Good Touch Bad Touch Activation	Star India Private Limited	Hyderabad	6.30		5.00	
Media Innovation - Sponsorships	778156143	Media	Lodha group	Lodha E-Cart	Times Innovative Media Ltd	Noida	6.30		5.00	

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Digital Campaigns - Influencer Marketing Campaign	269563233	Digital	Vijay Television	Bigg Boss 7 - Rendula Onnu Paakalam	BeatRoute	Chennai	6.22		5.00	
Mobile - Mobile Applications	782693770	Digital	Xenxo - RMI	Xenxo Smart Ring	WINGS(By Tefiti Innovations Pvt Ltd)	Chennai	6.22		5.00	
Services - Online services TV	946480264	Creative	Swiggy	Weekend Vettu - Politician	Mind Your Language!	Chennai	6.22		5.00	
Product - Automobiles OOH	867452829	Creative	Vijay Trucking	Fruit Market, Flower Market, Fish Market	Vermillion Communications Pvt. Ltd.	Chennai	6.22		5.00	
Events And Brand Activation - Offline Brand Activation	483899756	Media	AMAZON PRIMEVIDEO	The Village - The Spooky visit ? Mutants hop aboard the Chennai Metro"	Amazon Seller Services Private Limited	Chennai	6.22		5.00	
Events And Brand Activation - Offline Brand Activation	127932053	Media	SSM Institutions	SSM Transforming india Conclave	Brand Avatar LLP	Chennai	6.22		5.00	
Events And Brand Activation - Offline Brand Activation	197175311	Media	Flipkart	Flipkart's innovative Aadi sale activation in Tamilnadu	Digitally Inspired Media Pvt Ltd	Chennai	6.22		5.00	
Events And Brand Activation - Offline Brand Activation	519669248	Media	Disney+ Hotstar	Miss Perfect Cleanliness Initiative	Star India Private Limited	Hyderabad	6.22		5.00	
Creatives or Content - Explainer Videos	339907385	Digital	SWTCH MOBILITY	SWTCH E22 DOUBLE DECKER- AN ICON REBORN	Mangopost	Chennai	6.19		5.00	
Digital Campaigns - Brand Campaign	946480264	Digital	Swiggy	Onam Padakali	Mind Your Language!	Chennai	6.19		5.00	
Regional Tamil - OOH	483899756	Creative	AMAZON PRIMEVIDEO	The Village - The Spooky visit ? Mutants hop aboard the Chennai Metro"	Amazon Seller Services Private Limited	Chennai	6.19		5.00	
Regional Tamil - TV	849143442	Creative	MINMINI DIAMONDSFROM THANGAMAYIL JEWELRY	MINMINI JINGLE	Disha Communications Private Limited	Chennai	6.19		5.00	
Video - Direction	906630904	Creative	Vivriti Capital	Ambitions Unleashed	Kadhai Films	Chennai	6.19		5.00	
Regional Tamil - Print	318135283	Creative	Vanchilingam Advanced Neurology & Stroke	Stroke Signs	SOLOVERSE	Chennai	6.19		5.00	
Product - Consumer Durables OOH	778156143	Creative	Hindware	Hindware Save Water Horticulture Wall Branding	Times Innovative Media Ltd	Noida	6.19		5.00	
Video - Production Design	983611628	Creative	Ramraj	Culture of India	Vermillion Communications Pvt. Ltd.	Chennai	6.19		5.00	
Media Innovation - Sponsorships	622900500	Media	Crax Corn Rings	Crax Rings Little Singham: The Punch of Success	Alliance- Xtendr	New Delhi	6.19		5.00	
Media Innovation - OOH and Ambient Media	483899756	Media	AMAZON PRIMEVIDEO	The Village - The Spooky visit ? Mutants hop aboard the Chennai Metro"	Amazon Seller Services Private Limited	Chennai	6.19		5.00	
Websites - Landing pages	403816563	Digital	Bridal by Naturals	Bridal by Naturals - Landing Page	Deepsense Digital Solutions Pvt Ltd	Chennai	6.17		5.00	
Maddys Media - Integrated Campaigns Min Of 3-5 Mediums	561993354	Media	The Hindu-Chennai	The Hindu Made of Chennai	The Hindu	Chennai	6.16		5.00	

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Digital Campaigns - Social Media Campaign	646142705	Digital	Royal Sundaram General Insurance	April Fool Day Campaign	Social Beat LLP	Chennai	6.13		5.00	
Creatives or Content - Digital Videos	475806009	Digital	Kerala Tourism	Varkala & the Mystery of the Dutch Wreck	Stark Communications	Trivandrum	6.13		5.00	
Digital Campaigns - Influencer Marketing Campaign	923932752	Digital	Shanthy Talkies	Maaveeran	The Sight	Chennai	6.13		5.00	
Websites - Corporate Website	620198436	Digital	RippleAR	RippleAR Corporate Website	Deepsense Digital Solutions Pvt Ltd	Chennai	6.10		5.00	
Websites - Corporate Website	782693770	Digital	Blossom Heights	Blossom Heights - Coorgs to Coorg	WINGS(By Tefiti Innovations Pvt Ltd)	Chennai	6.10		5.00	
Creatives or Content - Influencer Communications	147969361	Digital	Panasonic Cooking India	Safety Mixer Campaign	Adwants	Chennai	6.08		5.00	
Digital Campaigns - Social Media Campaign	460599166	Digital	Clear Water Films	Saba Nayagan Film Promotion	Varatta Studios	Chennai	6.08		5.00	
Creatives or Content - Creative use of Artificial intelligence	878453314	Digital	Zee Entertainment Enterprises Limited - Zee Bangla	ZEEBANGLA 24 CARAT BIRTHDAY	Zee Entertainment Enterprises Limited	Kolkata	6.08		5.00	
Print - Photography	800466727	Creative	Vummidi Bangaru Jewellers	VBJ- The Peacock Saga	be positive 24 Communication Design Pvt Ltd.	Chennai	6.08		5.00	
Product - FMCG Digital	315489975	Creative	Mountain Dew	No Fear Too Small	Fiibr Consulting Services	Chennai	6.08		5.00	
Regional Tamil - TV	798462037	Creative	Urbanrise - An Alliance Group Company	STATUE Film 1/4 - Urbanrise The World of Joy-Sandhoshatha Control Eh Panna Mudiyaadhu!	JERALD FILMS	CHENNAI	6.08		5.00	
Regional Tamil - TV	906630904	Creative	AVT Gold Cup	AVT Gold Cup - Sonnal Puriyadhu, Suvaithal Marakaadhu	Kadhai Films	Chennai	6.08		5.00	
Video - Best Production House	906630904	Creative	Details attached in the SUPPORTING FILES Document.	Details attached in the SUPPORTING FILES Document.	Kadhai Films	Chennai	6.08		5.00	
Maddys Design - Brochure	803451963	Creative	SAP	SAP 25 Years Coffee Table Book	MuseComm Pvt. Ltd.	Bangalore	6.08		5.00	
Services - Real Estate Digital	663261343	Creative	Elite Developers	Nameplates Of Change	PlainSpeak	Trivandrum	6.08		5.00	



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Product - FMCG OOH	778156143	Creative	Medimix	Medimix Beauty Coach	Times Innovative Media Ltd	Noida	6.08		5.00	
Video - Editing	983611628	Creative	Ramraj	Culture of India	Vermillion Communications Pvt. Ltd.	Chennai	6.08		5.00	
Media Innovation - Radio & Audio Platforms Podcasts Other Digital Audio Platforms Etc	947160346	Media	Spotify Thriller Podcast	Bayam Oru Payanam - Peek-a-boo part 1	Academy Of Radio Studies Pvt. Ltd	Chennai	6.08		5.00	
Media Innovation - Rural Brand Activation	479949294	Media	Colors Tamil	Valli Thirumanam Reception	Epix Entertainment LLP	Chennai	6.08		5.00	
Media Innovation - Sponsorships	946480264	Media	Hindustan Unilever / Pepsodent	Dhishoom Dhishoom..	Mind Your Language!	Chennai	6.08		5.00	
Digital Campaigns - Influencer Marketing Campaign	269563233	Digital	Disney+ Hotstar	Mathagam - The night is long	BeatRoute	Chennai	6.05		5.00	
Digital Campaigns - Influencer Marketing Campaign	154582566	Digital	Samsonite	Tested Like Samsonite Campaign	Samsonite	Chennai	6.05		5.00	
Digital Campaigns - Influencer Marketing Campaign	561993354	Digital	The Hindu Group	Cadbury Iniya Kondattam	The Hindu	Chennai	6.05		5.00	
Video - Casting & Performance	906630904	Creative	Britannia Marie Gold	BMG Jeera - Co-Created with Homemakers of Tamil Nadu	Kadhai Films	Chennai	6.05		5.00	
Media & Entertainment TV	946480264	Creative	Star Vijay	Super Singer Season 9	Mind Your Language!	Chennai	6.05		5.00	
Product - FMCG Digital	946480264	Creative	Hindustan Unilever / Pepsodent	Dhishoom Dhishoom..	Mind Your Language!	Chennai	6.05		5.00	
Services - Online services TV	946480264	Creative	Swiggy Instamart	Instapur - Grocery	Mind Your Language!	Chennai	6.05		5.00	
Video - Animation	601510341	Creative	TATA Tea Premium	Desh Ke Dhaage - Celebrating handlooms of India	Supermassive Studios	Chennai	6.05		5.00	
Media & Entertainment Print	867452829	Creative	Water Digest	Plastic Shrimp	Vermillion Communications Pvt. Ltd.	Chennai	6.05		5.00	



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Dinamalar Maddys 2024 Winning List

Bronze

Points for Agency/Client of the Year

Category	Order Reference Number	Award Category	Brand	Campaign Title	Company Name	City	Average Points Scored	Gold	Silver	Bronze
Websites - Corporate Website	999388876	Digital	House Of Idlies	Website Development	Brown Button Private Limited	Chennai	5.97			2.5
Creatives or Content - Explainer Videos	339907385	Digital	SWITCH MOBILITY	SWITCH IEV SERIES	Mangopost	Chennai	5.97			2.5
Maddys Design - Brochure	800466727	Creative	GTBharathi	Where dreams unwind and wishes come true.	be positive 24 Communication Design Pvt Ltd.	Chennai	5.97			2.5
Services - Real Estate Print	800466727	Creative	DSRGROUP	Celebrating Our Educators on Teacher's Day	be positive 24 Communication Design Pvt Ltd.	Chennai	5.97			2.5
Retail - Digital	306356150	Creative	Shyaway	Shyaway - Mothers Day - Digital Video	Brand Mascots India Private Limited	Chennai	5.97			2.5
Product - FMCG Digital	256573916	Creative	Eastern	Onam Digital Campaign	FCBUka Advertising Private Limited	Cochin	5.97			2.5
Regional Tamil - Print	313107921	Creative	AGNI	AGNI TMT - CELEBRATING THE UNSEEN HEROES	HI TIMEFLICKS	coimbatore	5.97			2.5
Regional Tamil - TV	615296294	Creative	CASAGRAN	CASAGRAN SUNCITY - THE GREATEST LIVING EXPERIENCE	HI TIMEFLICKS	coimbatore	5.97			2.5
Video - VFX	339907385	Creative	Shanthi Talkies	Maaveeran x Chess Olympiad	Mangopost	Chennai	5.97			2.5
Video - Original Music	720427827	Creative	Mazhavil Manorama	Ente Amma Superaa	MMTV LIMITED	Aroor	5.97			2.5
Regional Tamil - TV	318135283	Creative	Prisma	The Republic of Happiness	SOLOVERSE	Chennai	5.97			2.5
Public Service - Print	867452829	Creative	Aparna Answer	Pavement	Vermillion Communications Pvt. Ltd.	Chennai	5.97			2.5
Media & Entertainment Promos-Non Fiction	267070558	Creative	Big Boss	Season 07	Vijay Television	Chennai	5.97			2.5
Events And Brand Activation - Offline Brand Activation	832105624	Media	Tamil Nadu Pollution Control Board	G20 Summit 2023	Evoke Media	Chennai	5.97			2.5
Media Innovation - Sponsorships	436230067	Media	BENGALI MATRIMONY	The New Age Voice of Bengali Matrimony	GROUP M MEDIA INDIA PRIVATE LIMITED	Chennai	5.97			2.5
Mobile - Mobile Applications	886225474	Digital	Tamil Nadu State Department of Archaeology	Keeladi Museum	Brown Button Private Limited	Chennai	5.88			2.5
Creatives or Content - Content Marketing	197175311	Digital	Disney+ Hotstar Tamil	The '1 Ticket Naalu Padam' Success Story on Disney+ Hotstar Tamil	Digitally Inspired Media Pvt Ltd	Chennai	5.88			2.5
Product - FMCG Digital	700415434	Creative	Gold Winner	Gold Winner Congratulating Team ISRO	Adwants	Chennai	5.88			2.5
Retail - OOH	800466727	Creative	Vummidi Bangaru Jewellers	The Peacock Saga	be positive 24 Communication Design Pvt Ltd.	Chennai	5.88			2.5
Media & Entertainment TV	946480264	Creative	Star Vijay	Cook With Comali Season 4	Mind Your Language!	Chennai	5.88			2.5
Services - Health & Wellness Print	399371803	Creative	Chennai Plastic Surgery	World No Tobacco Day 2023	Simple Advertising Ideas	Chennai	5.88			2.5

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Product - Consumer Durables Print	867452829	Creative	Nexon Paints	SWEET-HATE, BITTER-SOFT & SCARY-SUGARY	Vermillion Communications Pvt. Ltd.	Chennai	5.88			2.5
Digital Campaigns - Brand Campaign	878453314	Digital	Zee Entertainment Enterprises Limited - Zee Bangla	ZEE BANGLA MOTHERSDAY CAMPAIGN	Zee Entertainment Enterprises Limited	Kolkata	5.86			2.5
Regional Tamil - Print	800466727	Creative	Vummidi Bangaru Jewellers	Vummidi Bangaru Jewellers - The Big Bangle Showcase	be positive 24 Communication Design Pvt Ltd.	Chennai	5.86			2.5
Maddys Design - Brochure	803451963	Creative	SAP	SAP 25-Year Anniversary Book	MuseComm Pvt. Ltd.	Bangalore	5.86			2.5
Retail - Digital	674226001	Creative	Khimji Jewellers	Handcrafted Blessings	RKSWAMY Limited	Chennai	5.86			2.5
Product - FMCG Digital	405385095	Creative	Pepsico	7up Super Duper Refresher feat. Anirudh Ravichander	Still Waters Films Pvt Limited	Chennai	5.86			2.5
Print - Copywriting	561993354	Creative	The Hindu-Chennai	Made of Chennai- Launch ad	The Hindu	Chennai	5.86			2.5
Video - Cineatography	882157011	Creative	Jawa Yezdi Motorcycles	JYM - Pride of Tamil Nadu	The Standard Images Co.	Chennai	5.86			2.5
Media Innovation - Events Experiential Marketing Brand Activation	983611628	Media	Ramraj	Thambi Vetti	Vermillion Communications Pvt. Ltd.	Chennai	5.86			2.5
Creatives or Content - Content Marketing	197175311	Digital	Zee5 Tamil	Increasing Momentum: Sustained Engagement Strategies for 'Koose Munisamy Veerappan' on Zee5	Digitally Inspired Media Pvt Ltd	Chennai	5.80			2.5
Creatives or Content - Content Marketing	475806009	Digital	Kerala Tourism	April Fools Day	Stark Communications	Trivandrum	5.80			2.5
Media & Entertainment TV	766582535	Creative	Hotstar	Rockstar on Hotstar	Black Box Films	Chennai	5.80			2.5
Product - FMCG Digital	439365564	Creative	VSMANI & CO	Welcome to South India - VSMani	Picture Machine	Chennai	5.80			2.5
Product - Automobiles Print	867452829	Creative	Vijay Trucking	Fruit Market, Flower Market, Fish Market	Vermillion Communications Pvt. Ltd.	Chennai	5.80			2.5
Radio - Voice Over	867452829	Creative	Nexon Paints	SWEET-HATE, BITTER-SOFT & SCARY-SUGARY	Vermillion Communications Pvt. Ltd.	Chennai	5.80			2.5
Media Strategy - Media & Entertainment	483899756	Media	AMAZON PRIMEVIDEO	Poacher - Making a reel life true crime show's marketing help a real life problem	Amazon Seller Services Private Limited	Chennai	5.80			2.5
Events And Brand Activation - Offline Brand Activation	479949294	Media	Colors Tamil	Valli Thirumanam Reception	Epix Entertainment LLP	Chennai	5.80			2.5
Websites - Corporate Website	782693770	Digital	Wings Design Studio	The Wings	WINGS(By Tefiti Innovations Pvt Ltd)	Chennai	5.77			2.5
Creatives or Content - Content Marketing	878453314	Digital	Zee Entertainment Enterprises Limited - Zee Bangla	KARKACHEKOI MONERKOTHA VIGNETTE	Zee Entertainment Enterprises Limited	Kolkata	5.77			2.5
Digital Campaigns - Performance Marketing Campaign	359778721	Digital	ITC Classmate	Classmateshop	Deepsense Digital Solutions Pvt Ltd	Chennai	5.74			2.5
Media & Entertainment Digital	483899756	Creative	AMAZON PRIMEVIDEO	The Village - Hands that Scream	Amazon Seller Services Private Limited	Chennai	5.74			2.5
Services - Real Estate Print	384030245	Creative	Araville Farms	Twin Lakes	BANG IN THE MIDDLE Pvt Ltd	Gurgaon	5.74			2.5
Media & Entertainment Digital	306356150	Creative	Meera Shampoo	Meera Music	Brand Mascots India Private Limited	Chennai	5.74			2.5

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Media & Entertainment Digital	197175311	Creative	Disney+ Hotstar Tamil	Unveiling 'Mathagam' on Disney+ Hotstar Tamil with a Social Media Blitz	Digitally Inspired Media Pvt Ltd	Chennai	5.74			2.5
Video - Editing	197175311	Creative	Disney+ Hotstar Tamil	Strategic Spotlight: Harnessing Blockbuster 'Leo' for Disney+ Hotstar Tamil	Digitally Inspired Media Pvt Ltd	Chennai	5.74			2.5
Maddys Design - Logo & Corporate Identity	133975157	Creative	Coco Coopa	Brand Identity Design - Coco Coopa	evoka communications	Malappuram	5.74			2.5
Video - Direction	135370855	Creative	Google	Search Something New	First December Films	Mumbai	5.74			2.5
Product - FMCG Digital	315489975	Creative	Mountain Dew	Dew Legends	Flibbr Consulting Services	Chennai	5.74			2.5
Regional Tamil - Digital	460599166	Creative	Tale-O-Meter	First LED Bus in Chennai	Varatta Studios	Chennai	5.74			2.5
Product - Consumer Durables Radio	867452829	Creative	Nexon Paints	SWEET-HATE, BITTER-SOFT & SCARY-SUGARY	Vermillion Communications Pvt. Ltd.	Chennai	5.74			2.5
Services - Real Estate Print	867452829	Creative	Aparna Craft	Facades are Iconic	Vermillion Communications Pvt. Ltd.	Chennai	5.74			2.5
Media Innovation - Events Experiential Marketing Brand Activation	483899756	Media	AMAZON PRIMEVIDEO	The Village - The Spooky visit ?Mutants hop aboard the Chennai Metro"	Amazon Seller Services Private Limited	Chennai	5.74			2.5
Media Innovation - Sponsorships	635640070	Media	Cavin's Flavoured Milk	Favorite Drink in Favorite Show	Cavinkare Private Limited	Chennai	5.74			2.5
Mobile - Mobile Applications	769106905	Digital	Coromandel International Limited	Gromor Application - Coromandel International Limited	Coromandel International Limited	Chennai	5.72			2.5
Mobile - Mobile Games	946480264	Digital	Swiggy	Weekend Vettu	Mind Your Language!	Chennai	5.72			2.5
Digital Campaigns - Influencer Marketing Campaign	475806009	Digital	Kerala Tourism	KBE	Stark Communications	Trivandrum	5.72			2.5
Digital Campaigns - Influencer Marketing Campaign	923932752	Digital	The Times Of India	Happystreets	The Sight	Chennai	5.72			2.5
Video - Animation	135370855	Creative	Google	Search Something New	First December Films	Mumbai	5.72			2.5
Services - Online services TV	946480264	Creative	Swiggy Instamart	Instapur - Fresh Fruits and Vegetables	Mind Your Language!	Chennai	5.72			2.5
Services - Online services TV	946480264	Creative	Swiggy	Weekend Vettu - Bachelors	Mind Your Language!	Chennai	5.72			2.5
Media Strategy - Social And Non-Profit Sectors Including CSR	436230067	Media	TATA CONSUMER PRODUCTS	JAAGORE	GROUP M MEDIA INDIA PRIVATE LIMITED	Chennai	5.72			2.5
Events And Brand Activation - Offline Brand Activation	878453314	Media	Zee Entertainment Enterprises Limited - Zee Bangla	DADAGIRI STAMP LAUNCH	Zee Entertainment Enterprises Limited	Kolkata	5.72			2.5
Digital Campaigns - Influencer Marketing Campaign	348014393	Digital	MASSEY FERGUSON INDIA	MASSEY HOOKSTEP	Chief Communications & Digital Marketing Officer	CHENNAI	5.63			2.5
Digital Campaigns - Influencer Marketing Campaign	348014393	Digital	MASSEY FERGUSON INDIA	MASSEY FERGUSON 8055 MAGNATRAK	Chief Communications & Digital Marketing Officer	CHENNAI	5.63			2.5
Digital Campaigns - Social Cause Campaign	453119961	Digital	Star Union Dai-ichi Life Insurance Company Limited	Longevity Series	Star Union Dai-ichi Life Insurance	Navimumbai	5.63			2.5
Creatives or Content - Online Contests	475806009	Digital	Kerala Tourism	Holiday Heist	Stark Communications	Trivandrum	5.63			2.5
Digital Campaigns - Brand Campaign	475806009	Digital	Kerala Tourism	TIMES Acclaim	Stark Communications	Trivandrum	5.63			2.5
Creatives or Content - Explainer Videos	158108297	Digital	Tata Tiscon	Har Baar Samajdar Episode 2: The Samajdar Backbone of your Dream	Talking Tree Media	Bengaluru	5.63			2.5
Public Service - Print	131789211	Creative	Amrit Hospitals	EYE ON WELLNESS	BCC Martech	Chennai	5.63			2.5
Maddys Design - Brochure	800466727	Creative	DSR GROUP	The Black Book of Luxury	be positive 24 Communication Design Pvt Ltd.	Chennai	5.63			2.5
Maddys Design - Brochure	800466727	Creative	AMARA HOMES	Luxury Reimagined in Homes Rooted in Mother Nature's Bosom.	be positive 24 Communication Design Pvt Ltd.	Chennai	5.63			2.5
Media & Entertainment Digital	197175311	Creative	Vijay Takkar	Tune In, Play On: Engaging Gen Z with Vijay Music Paatu League	Digitally Inspired Media Pvt Ltd	Chennai	5.63			2.5

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Video - Animation	339907385	Creative	Shanthi Talkies	Maaveeran x Chess Olympiad	Mangopost	Chennai	5.63			2.5
Product - Automobiles Digital	663261343	Creative	Sarathy	Mass Amma	PlainSpeak	Trivandrum	5.63			2.5
Media & Entertainment Digital	267070558	Creative	SUPERSINGERJUNIOR	SEASON 09 - Kenly Sila	Vijay Television	Chennai	5.63			2.5
Media Innovation - Events Experiential Marketing Brand Activation	315489975	Media	Mountain Dew	Dew Legends	Flibbr Consulting Services	Chennai	5.63			2.5
Events And Brand Activation - Offline Brand Activation	436230067	Media	MTRFoods	MTRMinute range	GROUP M MEDIA INDIA PRIVATE LIMITED	Chennai	5.63			2.5
Media Innovation - Events Experiential Marketing Brand Activation	445545717	Media	Ajmal Bismi	Thermosale	Passio Communications Pvt Ltd	Ernakulam	5.63			2.5
Events And Brand Activation - Events Including Product Launches	824649935	Media	Tulsi Weaves	Tulsi Weaves 100 Silken Stories	The Raven Claw	Chennai	5.63			2.5
Media Innovation - Radio & Audio Platforms Podcasts Other Digital Audio Platforms Etc	948893650	Media	YESSecurities India Limited	WELOVEWONGA	YESSECURITIES	Mumbai	5.63			2.5
Digital Campaigns - Influencer Marketing Campaign	483899756	Digital	Amazon Prime Video	DHOOTHA - CHAYSGALA ENTRY TO OTT UNIVERSE	Amazon Seller Services Private Limited	Chennai	5.55			2.5
Mobile - Mobile Applications	620198436	Digital	Dava Ninja	Dava Ninja Mobile App	Deepsense Digital Solutions Pvt Ltd	Chennai	5.55			2.5
Creatives or Content - Digital Videos	601510341	Digital	TATA Tea Premium	Desh Ke Dhaage - Celebrating handlooms of India	Supermassive Studios	Chennai	5.55			2.5
Video - VFX	339907385	Creative	Sri Venkateshwara Productions	GAMECHANGER- TITLE PROMO	Mangopost	Chennai	5.55			2.5
Product - Consumer Durables Print	867452829	Creative	Nexon Paints, Tiara	Ketchup, Wine, Milk	Vermillion Communications Pvt. Ltd.	Chennai	5.55			2.5
Video - Casting & Performance	983611628	Creative	Ramraj	Culture of India	Vermillion Communications Pvt. Ltd.	Chennai	5.55			2.5
Digital Campaigns - Social Cause Campaign	700415434	Digital	Times Of India	Roads So Annoying	Adwants	Chennai	5.52			2.5
Digital Campaigns - Social Media Campaign	169545487	Digital	CHOSEN by Dermatology	Wah-Tor™ Launch Campaign	Creative Aura Pvt. Ltd.	Chennai	5.52			2.5
Creatives or Content - Influencer Communications	663261343	Digital	Muralya	Water Vs Chooral	PlainSpeak	Trivandrum	5.52			2.5
Video - Best Production House	646965438	Creative	bepositive24 communication design	THEWORLD FILM: A surreal, out-of-the-world journey TAJFILM: The World's first and Chennai's finest GRAVA FILM: The business park for the new age DIVA FILM: Inspired by nature. Inspired by the beauty of your nature DORCO: Make it a good start!	be positive 24 Communication Design Pvt Ltd.	Chennai	5.52			2.5
Product - FMCG Digital	955406213	Creative	Kitchen J Biryani Rice	Sundayna Kitchen J Biryani	Content Onion Productions	Chennai	5.52			2.5
Product - FMCG Digital	620198436	Creative	ITC Classmate	National Ball Point Pen Day 2023 Topical Post	Deepsense Digital Solutions Pvt Ltd	Chennai	5.52			2.5
Services - Online services Digital	135370855	Creative	Google	Search Something New	First December Films	Mumbai	5.52			2.5
Maddys Design - Packaging	762127999	Creative	Burberry	2B	GRAF CREATIVE	Thrissur	5.52			2.5
Services - Real Estate Digital	615296294	Creative	CASAGRAN	CASAGRAN SUNCITY - THE GREATEST LIVING EXPERIENCE	HI TIMEFLICKS	coimbatore	5.52			2.5
Unpublished - Print	732422155	UN	DIPR	STALIN 2 YEARS SUCCESS CAMPAIGN	Mangopost	Chennai	5.52			2.5
Maddys Design - Logo & Corporate Identity	679308056	Creative	MangoPost	'Padam Pottu Kaatuvom' - Showcasing Life In All Its Glory	MGC - Moses Gladson Creatives	Chennai	5.52			2.5
Integrated Campaigns - Min Of 3-5 Mediums	946480264	Creative	Swiggy Instamart	Instapur	Mind Your Language!	Chennai	5.52			6.25



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Video - Production Design	160983460	Creative	KBoard Ply	Nothing can replace Plywood	Pencilmark Films	Kochi	5.52			2.5
Unpublished - Digital	858855293	UN	ZOHO PAYROLL	MONTH END	SRUSHTEEADS	Kelambakkam	5.52			2.5
Video - Direction	983611628	Creative	Ramraj	Culture of India	Vermillion Communications Pvt. Ltd.	Chennai	5.52			2.5
Media Innovation - Sports Marketing	832105624	Media	Department of Information and Public Relation, Tamil Nadu Government	44th FIDE Chess Olympiad Chennai 2022	Evoke Media	Chennai	5.52			2.5
Media Innovation - Events Experiential Marketing Brand Activation	519669248	Media	Disney Star (Star Maa)	Brahmamudi Baraat Activation	Star India Private Limited	Hyderabad	5.52			2.5
Creatives or Content - Content Marketing	197175311	Digital	Disney+ Hotstar Tamil	Rewind and Reignite: Fueling Excitement for 'Kana Kaanum Kalangal Season 2' Launch	Digitally Inspired Media Pvt Ltd	Chennai	5.47			2.5
Digital Campaigns - Influencer Marketing Campaign	485116745	Digital	Seeds Lifestyle (Cafe)	Yours Honestly	Point One Digital Services Private Limited	Chennai	5.47			2.5
Digital Campaigns - Influencer Marketing Campaign	983611628	Digital	Nexon Paints	Match Fixing - ICC World Cup	Vermillion Communications Pvt. Ltd.	Chennai	5.47			2.5
Product - Consumer Durables TV	674226001	Creative	Birla A1 Cement	Nameplate	RKSWAMY Limited	Chennai	5.47			2.5
Public Service - OOH	867452829	Creative	Aparna Answer	Pavement	Vermillion Communications Pvt. Ltd.	Chennai	5.47			2.5
Media & Entertainment Promos-Non Fiction	267070558	Creative	Tamil Peachu Engal Muchu	Tamil Peachu Engal Muchu	Vijay Television	Chennai	5.47			2.5
Websites - E-Commerce Site	620198436	Digital	Classmateshop	Classmateshop Website Revamp	Deepsense Digital Solutions Pvt Ltd	Chennai	5.43			2.5
Public Service - Print	663261343	Creative	Sarathy	We don't sell cars	PlainSpeak	Trivandrum	5.43			2.5
Media & Entertainment Digital	411184591	Creative	Movie Train Motion Pictures	When the real MM and reel MM decided to surprise fans! - 800 The Movie	BeatRoute	Chennai	5.41			2.5
Product - FMCG OOH	595364490	Creative	Nyle Naturals	Freedom From Harsh Chemicals	CavinKare Private Limited	Chennai	5.41			2.5
Media & Entertainment Digital	197175311	Creative	Disney+ Hotstar Tamil	The '1 Ticket Naalu Padam' Success Story on Disney+ Hotstar Tamil	Digitally Inspired Media Pvt Ltd	Chennai	5.41			2.5
Product - FMCG Digital	114589705	Creative	Shivtara Grains	Shivtara Atta - Pakka Local Pakka Fresh!	JERALD FILMS	CHENNAI	5.41			2.5
Video - Original Music	906630904	Creative	Aashirvaad Atta	Aashirvaad - Atta Rap	Kadhai Films	Chennai	5.41			2.5
Product - Consumer Durables Digital	946480264	Creative	TATA/ Tanishq	Vardhini For Ugadi	Mind Your Language!	Chennai	5.41			2.5
Unpublished - Digital	946480264	UN	Pay TM	MoEFCC Air Pollution (Captcha)	Mind Your Language!	Chennai	5.41			2.5
Maddys Design - Brochure	173123977	Creative	UP Tourism-Coffee Table Book	Deepotsav (Ayodhya) 2023	Moulis Advertising Service Pvt. Ltd.	Mumbai	5.41			2.5
Public Service - Digital	439365564	Creative	Greater Chennai Traffic Police	Veetla Sollitu Vaanga - GCTP Road Safety Awareness	Picture Machine	Chennai	5.41			2.5
Product - Automobiles Digital	475806009	Creative	Ather Electric	Kali Ini Electric	Stark Communications	Trivandrum	5.41			2.5
Print - Typography	471886464	Creative	Ramraj	A 2,500-YEAR-OLD ADVERTISEMENT	Vermillion Communications Pvt. Ltd.	Chennai	5.41			2.5
Digital Campaigns - Mobile Marketing and Campaign	946480264	Digital	Swiggy Instamart	Push Notifications	Mind Your Language!	Chennai	5.38			2.5
Creatives or Content - Digital Videos	878453314	Digital	Zee Entertainment Enterprises Limited - Zee Bangla	ZEE BANGLA MOTHERSDAY CAMPAIGN	Zee Entertainment Enterprises Limited	Kolkata	5.38			2.5
Video - VFX	906630904	Creative	Vivriti Capital	Ambitions Unleashed	Kadhai Films	Chennai	5.38			2.5
Media & Entertainment TV	946480264	Creative	Star Vijay	Bigg Boss Season 7	Mind Your Language!	Chennai	5.38			2.5
Integrated Campaigns - Min Of 3-5 Mediums	946480264	Creative	Swiggy	Weekend Vettu	Mind Your Language!	Chennai	5.37			6.25
Integrated Campaigns - Min Of 3-5 Mediums	475806009	Creative	Kerala Tourism	Asuitable place	Stark Communications	Trivandrum	5.37			6.25
Websites - E-Commerce Site	953445028	Digital	MOREGANICS	E-Commerce Website of MOREGANICS	Athachi Marc Pvt. Ltd.	Coimbatore	5.37			2.5

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Public Service - Print	173123977	Creative	NTPC Limited (Environment day Ad)	Step Up to enhance your Green footprint	Moulis Advertising Service Pvt. Ltd.	Mumbai	5.37			2.5
Digital Campaigns - Social Cause Campaign	923932752	Digital	The Times Of India	Happystreets	The Sight	Chennai	5.30			2.5
Digital Campaigns - Mobile Marketing and Campaign	117178916	Digital	News18 India	News18 India Counting Day Campaign	TV18 Broadcast Limited	Noida	5.30			2.5
Creatives or Content - Influencer Communications	983611628	Digital	Nexon Paints	Match Fixing - ICC World Cup	Vermillion Communications Pvt. Ltd.	Chennai	5.30			2.5
Maddys Design - Logo & Corporate Identity	519545058	Creative	The Wag	Brand Identity - Wag	78 Design	Chennai	5.30			2.5
Services - Hospitality Print	147969361	Creative	GRT Hotels & Resorts	Pet Friendly Diwali	Adwants	Chennai	5.30			2.5
Public Service - Print	800466727	Creative	DSR GROUP	Planting the Seeds of Change on social	be positive 24 Communication Design Pvt Ltd.	Chennai	5.30			2.5
Retail - Digital	800466727	Creative	Vummidi Bangaru Jewellers	VBJStore Launch - Bangle	be positive 24 Communication Design Pvt Ltd.	Chennai	5.30			2.5
Services - Real Estate Print	800466727	Creative	DSR GROUP	The World - A Very Merry Kisan Divas	be positive 24 Communication Design Pvt Ltd.	Chennai	5.30			2.5
Public Service - OOH	100779076	Creative	VHSMulti specialty Hospital	VHS-CAN YOU HEAR THE WARNING?	be positive 24 Communication Design Pvt Ltd.	Chennai	5.30			2.5
Product - FMCG Digital	620198436	Creative	ITC Classmate	World Handwriting Day 2024 Topical Post	Deepsense Digital Solutions Pvt Ltd	Chennai	5.30			2.5
Media & Entertainment Digital	197175311	Creative	Zee5 Tamil	The Strategic Marketing Campaign for Viduthalai's Extended Director's Cut on Zee5	Digitally Inspired Media Pvt Ltd	Chennai	5.30			2.5
Public Service - Digital	439365564	Creative	Greater Chennai Traffic Police	Veetla Sollitu Vaanga - GCTP Road Safety Awareness	Picture Machine	Chennai	5.30			2.5
Services - Health & Wellness Print	399371803	Creative	Chennai Plastic Surgery	World No Tobacco Day 2023	Simple Advertising Ideas	Chennai	5.30			2.5
Media & Entertainment OOH	867452829	Creative	Water Digest	Spinach, Village & School	Vermillion Communications Pvt. Ltd.	Chennai	5.30			2.5
Print - Illustration	867452829	Creative	Water Digest	Eyes	Vermillion Communications Pvt. Ltd.	Chennai	5.30			2.5
Services - Banking & Insurance Print	471886464	Creative	United India insurance Co. Ltd.	Lion, Crocodile, Elephant	Vermillion Communications Pvt. Ltd.	Chennai	5.30			2.5
Media & Entertainment Promos-Non Fiction	267070558	Creative	COOKWITH COMALI	SEASON 04	Vijay Television	Chennai	5.30			2.5
Media Innovation - Events Experiential Marketing Brand Activation	197175311	Media	Flipkart	Flipkart's innovative Aadi sale activation in Tamilnadu	Digitally Inspired Media Pvt Ltd	Chennai	5.30			2.5
Media Innovation - Events Experiential Marketing Brand Activation	479949294	Media	Colors Tamil	Valli Thirumanam Reception	Epix Entertainment LLP	Chennai	5.30			2.5
Media Strategy - Social And Non-Profit Sectors Including CSR	436230067	Media	NIPPON PAINT	Built by legacy. Painted by Nippon Paint	GROUP M MEDIA INDIA PRIVATE LIMITED	Chennai	5.30			2.5
Events And Brand Activation - Events Including Product Launches	809014570	Media	Buffoon Movie	Buffoon	P.Jagan	Chennai	5.30			2.5
Media Innovation - Events Experiential Marketing Brand Activation	561993354	Media	The Hindu Group	The Hindu Made of Chennai	The Hindu	Chennai	5.30			2.5
Media Strategy - Media & Entertainment	277933657	Media	ZEE STUDIOS	ANNAPOORANI - IN FILM BRAND INTEGRATION	ZEE STUDIOS	CHENNAI	5.30			2.5
Websites - Landing pages	368783004	Digital	BARSYL	BARSYL Landing page revamp	Tempest Advertising	Bengaluru	5.23			2.5
Integrated Campaigns - Min Of 3-5 Mediums	923932752	Creative	Shanthi Talkies	Maaveeran	The Sight	Chennai	5.23			6.25
Creatives or Content - Content Marketing	197175311	Digital	Disney+ Hotstar Tamil	Unveiling 'Mathagam' on Disney+ Hotstar Tamil with a Social Media Blitz	Digitally Inspired Media Pvt Ltd	Chennai	5.22			2.5

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Dinamalar Maddys 2024 Winning List

Bronze

Points for Agency/Client of the Year

Category	Order Reference Number	Award Category	Brand	Campaign Title	Company Name	City	Average Points Scored	Gold	Silver	Bronze
Media & Entertainment Promos-Non Fiction	945161394	Creative	Puthiya Thalaimurai	Puthiya Thalaimurai reaches 10 million subscribers on YouTube	Puthiya Thalaimurai	Chennai	5.22			2.5
Services - Health & Wellness Print	399371803	Creative	Chennai Plastic Surgery	World No Tobacco Day 2023	Simple Advertising Ideas	Chennai	5.22			2.5
Creatives or Content - Influencer Communications	663261343	Digital	Muralya	Muralya in UAE	PlainSpeak	Trivandrum	5.19			2.5
Unpublished - Print	384030245	UN	Sirona Hygiene	Break the silence	BANGIN THEMIDDLEPvt Ltd	Gurgaon	5.19			2.5
Services - Real Estate Print	800466727	Creative	DSRGROUP	Celebrating those who prescribe with unconditional care.	be positive 24 Communication Design Pvt Ltd.	Chennai	5.19			2.5
Video - Direction	766582535	Creative	PRISMA	Football	Black Box Films	Chennai	5.19			2.5
Video - Best Production House	917939200	Creative	JERALD FILMS	Best Production House	JERALD FILMS	CHENNAI	5.19			2.5
Services - Online services Digital	946480264	Creative	Pay TM	Thai Piranthaal Vazhi Pirakkum	Mind Your Language!	Chennai	5.19			2.5
Services - Banking & Insurance Digital	439365564	Creative	Equitas Small Finance Bank	The voice of salt - Circle of Life by Equitas Bank	Picture Machine	Chennai	5.19			2.5
Media & Entertainment Radio	581833419	Creative	Vikram	movie	veera	Chennai	5.19			2.5
Maddys Design - Poster	983611628	Creative	Nexon Paints	Furniture	Vermillion Communications Pvt. Ltd.	Chennai	5.19			2.5
Product - Consumer Durables OOH	983611628	Creative	Nexon Paints	Furniture	Vermillion Communications Pvt. Ltd.	Chennai	5.19			2.5
Media Innovation - Branded Content	436230067	Media	CONFIRMTKT	CRICKET WORLD CUP IN INDIA	GROUP M MEDIA INDIA PRIVATE LIMITED	Chennai	5.19			2.5
Media Innovation - OOH and Ambient Media	561993354	Media	The Hindu-Chennai	The Hindu Made of Chennai- Archival Exhibition	The Hindu	Chennai	5.19			2.5
Media Innovation - Events Experiential Marketing Brand Activation	878453314	Media	Zee Entertainment Enterprises Limited - Zee Bangla	PHULKI CYCLOTHON	Zee Entertainment Enterprises Limited	Kolkata	5.19			2.5
Unpublished - Radio	947160346	UN	Academy of Radio Studies Pvt Ltd	Save Water - Public Service Announcement	Academy Of Radio Studies Pvt. Ltd	Chennai	5.13			2.5
Product - Consumer Durables Print	983611628	Creative	Vitero Tiles	Walk Without Fear	Vermillion Communications Pvt. Ltd.	Chennai	5.13			2.5
Radio - Writing	983611628	Creative	Ramraj	Culture of India	Vermillion Communications Pvt. Ltd.	Chennai	5.13			2.5
Retail - Print	867452829	Creative	Kancheepuram Vara Mahalakshmi Silks	T.Nagar	Vermillion Communications Pvt. Ltd.	Chennai	5.13			2.5
Services - Banking & Insurance Print	471886464	Creative	JP Finance	TV Goggles, Power Roller Skates, Massage Helmet	Vermillion Communications Pvt. Ltd.	Chennai	5.13			2.5
Media & Entertainment Promos-Fiction	267070558	Creative	Mahanadhi	Mahanadhi - Asisters story	Vijay Television	Chennai	5.13			2.5
Events And Brand Activation - Offline Brand Activation	127932053	Media	TANSIM - Startup Tamailnadu	Startup Thiruvizha	Brand Avatar LLP	Chennai	5.13			2.5
Events And Brand Activation - Events Including Product Launches	479949294	Media	Colors Tamil	Valli Thirumanam Reception	Epix Entertainment LLP	Chennai	5.13			2.5
Events And Brand Activation - Offline Brand Activation	533449824	Media	Disney Star - Star Vijay	Star Vijay Navaratri Celebrations	Star India Private Limited	Chennai	5.13			2.5
Integrated Campaigns - Min Of 3-5 Mediums	946480264	Creative	Swiggy Instamart	HealthyDisses	Mind Your Language!	Chennai	5.11			6.25



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Dinamalar Maddys 2024 Winning List

Bronze

Points for Agency/Client of the Year

Category	Order Reference Number	Award Category	Brand	Campaign Title	Company Name	City	Average Points Scored	Gold	Silver	Bronze
Integrated Campaigns - Min Of 3-5 Mediums	878453314	Creative	Zee Entertainment Enterprises Limited - Zee Bangla	DADAGIRI LAUNCH CAMPAIGN	Zee Entertainment Enterprises Limited	Kolkata	5.11			6.25
Best Use of Artificial Intelligence	471886464	Creative	Ramraj	A2,500-YEAR-OLD ADVERTISEMENT	Vermillion Communications Pvt. Ltd.	Chennai	5.10			2.5
Media & Entertainment Promos-Fiction	878453314	Creative	Zee Entertainment Enterprises Limited - Zee Bangla	Kar Kache Koi Moner Kotha Launch Promo	Zee Entertainment Enterprises Limited	Kolkata	5.10			2.5
Creatives or Content - Creative use of Artificial intelligence	197175311	Digital	Saint-Gobain	Building Excitement: Saint-Gobain's AI-Enhanced Olympic Films	Digitally Inspired Media Pvt Ltd	Chennai	5.08			2.5
Digital Campaigns - Brand Campaign	197175311	Digital	Disney+ Hotstar Tamil	The '1 Ticket Naalu Padam' Success Story on Disney+ Hotstar Tamil	Digitally Inspired Media Pvt Ltd	Chennai	5.08			2.5
Digital Campaigns - Social Cause Campaign	720427827	Digital	manoramaMAX	Live Anti Piracy Campaign	MM TV LIMITED	Aroor	5.08			2.5
Creatives or Content - Creative use of Artificial intelligence	923932752	Digital	Madras Updates	Why is this okay?	The Sight	Chennai	5.08			2.5
Services - Real Estate Digital	800466727	Creative	Ampa Group	Magical Spirit of Christmas	be positive 24 Communication Design Pvt Ltd.	Chennai	5.08			2.5
Services - Real Estate Print	800466727	Creative	DSR GROUP	Planting the Seeds of Change on Social Media.	be positive 24 Communication Design Pvt Ltd.	Chennai	5.08			2.5
Video - Direction	800466727	Creative	My Home Constructions	Grava: Brand Film	be positive 24 Communication Design Pvt Ltd.	Chennai	5.08			2.5
Services - Online services Digital	842307154	Creative	Cochin International Airport Ltd - Digi Yatra	CIAL Digi Yatra Film by CAT Productions	CAT Productions (CA Technology Entertainments Pvt Ltd)	Kochi	5.08			2.5
Product - FMCG Digital	403816563	Creative	ITC Classmate	Classmate Hook Anthem	Deepsense Digital Solutions Pvt Ltd	Chennai	5.08			2.5
Integrated Campaigns - Min Of 3-5 Mediums	315489975	Creative	Mountain Dew	No Fear Too Small	Flibbr Consulting Services	Chennai	5.08			6.25
Product - FMCG Digital	828131438	Creative	Taiyo Group	Yo Yo Taiyo!	JERALD FILMS	CHENNAI	5.08			2.5
Video - Direction	906630904	Creative	AVT Gold Cup	AVT Gold Cup - Sonnal Puriyadhu, Suvaithal Marakaadhu	Kadhai Films	Chennai	5.08			2.5
Video - Direction	906630904	Creative	Britannia Marie Gold	BMG Jeera - Co-Created with Homemakers of Tamil Nadu	Kadhai Films	Chennai	5.08			2.5
Public Service - Digital	946480264	Creative	Project Kintsugi	Holi / Women's Day	Mind Your Language!	Chennai	5.08			2.5
Unpublished - TV	946480264	UN	Swiggy Instamart	Instapur - Cleaning Essentials	Mind Your Language!	Chennai	5.08			2.5
Public Service - Digital	439365564	Creative	Greater Chennai Traffic Police	Veetla Sollitu Vaanga - GCTP Road Safety Awareness	Picture Machine	Chennai	5.08			2.5



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Dinamalar Maddys 2024 Winning List Bronze

Points for Agency/Client of the Year

Category	Order Reference Number	Award Category	Brand	Campaign Title	Company Name	City	Average Points Scored	Gold	Silver	Bronze
Maddys Design - Packaging	730373200	Creative	Oye Hoye	Oye Hoye - Delivery Packaging	Pixelate Brandlabs Pvt Ltd	Chennai	5.08			2.5
Product - FMCG OOH	479150933	Creative	Bhima Jewellers LLC	Bhima My Kinda Jewellery	Popkon Creatives	Kochi	5.08			2.5
Media Innovation - Dailies & Magazines	483899756	Media	Amazon Prime Video	DHOOTHA - HAVE YOU EVER NOTICED ONE NEWSPAPER ENCROACHING OVER ANOTHER!?	Amazon Seller Services Private Limited	Chennai	5.08			2.5
Media Innovation - Sports Marketing	475806009	Media	Star Sports	ISL	Stark Communications	Trivandrum	5.08			2.5
Regional Tamil - Digital	175744445	Creative	Mark Antony	Mark Antony	Trend Loud Digital India Pvt Ltd	Chennai	5.08			2.5
Media & Entertainment Radio	581833419	Creative	Vikram	Movie	veera	Chennai	5.08			2.5
Media Strategy - FMCG Products	608611858	Media	Indica Easy Hair Color+Meera Shampoo	Media Mastery Strategy	CavinKare Private Limited	Chennai	5.05			2.5
Services - Online services TV	946480264	Creative	Swiggy	Match Day Mania - Discount	Mind Your Language!	Chennai	5.05			2.5
Services - Online services TV	946480264	Creative	Swiggy	Match Day Mania - Best Offer	Mind Your Language!	Chennai	5.05			2.5
Events And Brand Activation - Offline Brand Activation	298798249	Media	TRUTUFF SAFETY GLASS PRIVATE LIMITED	TRUTUFF GLASS VANDI	RAWMEN INDIA PRIVATE LIMITED	CHENNAI	5.05			2.5
Maddys Design - Illustration	867452829	Creative	Water Digest	Eyes	Vermillion Communications Pvt. Ltd.	Chennai	5.05			2.5
Media & Entertainment Promos-Non Fiction	878453314	Creative	Zee Entertainment Enterprises Limited - Zee Bangla	ZEE BANGLA SAREGAMAPA LAUNCH PROMO	Zee Entertainment Enterprises Limited	Kolkata	5.05			2.5
Product - FMCG TV	315489975	Creative	Mountain Dew	No Fear Too Small	Flibbr Consulting Services	Chennai	5.03			2.5



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