



# INNOVATING WORLD OF RETAIL

10  
March, 2021

JW MARRIOTT, AEROCITY  
NEW DELHI

## 2021MIRA9: MAPIC India Most Admired Retailer Of The Year: Marketing & Advertising Campaign

Food/Fashion/Lifestyle/Speciality Retailer who has executed special Marketing & Advertising Campaign for enhanced customer awareness about product/category /brand/store resulting in increased sale, footfall and margins during FY19 -20

### ESSENTIAL CONDITIONS

Kindly go through all the essential conditions before proceeding to next step of filling nomination details & more.

**DEFINITION:** Food/Fashion/Lifestyle/Speciality Retailer who has executed special Marketing & Advertising Campaign for enhanced customer awareness about product/category /brand/store resulting in increased sale, footfall and margins during FY2019 -20

**ASSESSMENT PERIOD:** 1st April 2019 – 31st March 2020

#### ELIGIBILITY:

- **Applicant:** Retailer or Retail Company of Indian or foreign origin; operational earlier than 1st April 2018; and, should be a legally registered and taxpaying entity
- **Retail Operation:** Applicant must be operating retail business within Indian territory through single / standalone retail store or chain of retail stores under single brand name with retail presence at regional or national\* level

(\*Retailer having retail presence in more than 2 regions of India will qualify as National retailer.)

#### DOCUMENTS REQUIRED:

- Please fill up all fields in the Nomination Form.
- Please fill up the Declaration at the end of the Form.
- Please upload your logo in high resolution in the space provided.
- Please share a short video clipping and/or high resolution visuals relevant to the award category as required. **Please NOTE : Only links of video clips will be accepted. Please upload in youtube, vimeo, or other platform and share the link. No "wettransfer" link will be accepted.**
- Please furnish photocopies of any testimonials / media clippings (only if they are relevant to this award category) or any other documentation in support of your claim for the award. **Please NOTE: All documents to be uploaded should be a maximum 20 MB size. Documents or files larger than 20MB is restricted and will not be accepted.**

#### NOMINATION PROCESS:

- The Nomination Forms are to be submitted only via this online form.
- The Nomination Forms will be duly scrutinised and checked by an internal assessment team for correctness of relevant information provided by the nominees. In case any clarifications are required, the nominees shall be required to provide the same with due supporting documents.
- The assessment details and analysis for the categories shall be presented before the Jury who will decide the final nominees and the winner in each category for presentation of the awards. The decision of the Jury shall be considered as final and binding.
- Categories in which less than 3 valid nominations are received may/may not be dropped.
- The organisers and Jury reserve the right to change or alter the award categories.
- The last date of receiving the completed Nomination Forms is 1st March,2021.

# 2021MIRA9: MAPIC India Most Admired Retailer Of The Year: Marketing & Advertising Campaign

Food/Fashion/Lifestyle/Speciality Retailer who has executed special Marketing & Advertising Campaign for enhanced customer awareness about product/category /brand/store resulting in increased sale, footfall and margins during FY19 -20

## Judging Criteria:-

Judging by	Audit Agency	Jury	Voting
Weightage allotted	30%	30%	40%

## VOTING CRITERIA:-

- Voting carries a 40% weightage in all nomination process.
- The nominee will be eligible for receiving votes in 24-48 hours after the nomination form has been submitted. Voting Lines will be live post 1st February 2021.
- Every nomination category has a separate voting form. Voting form can be accessed from the main website.
- Every nominee is responsible for collecting their own votes and pushing the required & eligible voters.

VOTERS' CRITERIA : Manager level & above from the retail industry/ Brands & products/ service provider/ shopping centers connected directly to the nominee.

## IMPORTANT:-

No nomination will be considered for final award until & unless the nomination fee has been received.

In case of any difficulty please contact :-

PRIYANKA SAGAR

Mob: +91-9818820279

[priyanka.sagar@reedexpo.co.uk](mailto:priyanka.sagar@reedexpo.co.uk)

WASEEM AHMAD

+91-9833628852

[waseem.ahmad@reedexpo.co.uk](mailto:waseem.ahmad@reedexpo.co.uk)

BINDU PILLAI

+91-9820324063

[bindu.pillai@reedexpo.co.uk](mailto:bindu.pillai@reedexpo.co.uk)

JATIN NEHRA

+91-7042671306

[jatin.nehra@reedexpo.co.uk](mailto:jatin.nehra@reedexpo.co.uk)

I hereby confirm that I have read all the instructions and want to proceed to fill up the Nomination Form \*

## COMPANY INFORMATION

1. Name of Company / Retailer \*

# 2021MIRA9: MAPIC India Most Admired Retailer Of The Year: Marketing & Advertising Campaign

Food/Fashion/Lifestyle/Speciality Retailer who has executed special Marketing & Advertising Campaign for enhanced customer awareness about product/category /brand/store resulting in increased sale, footfall and margins during FY19 -20

## 2. Name of Retail brand \*

## 3. Upload high resolution logo of the company/brand



## 4. Upload a high resolution picture that best represents your brand



## 5. Terms and Conditions for Logo uploaded \*

The logo uploaded & shared by the concerned person filling the form may or may not be used for the following purposes:-

Display in MAPIC India website as applicable for advertisement under the list of nominees for MAPIC India Retail Awards/ India Retail Tech Awards.

Publications in Post show report, India Retail Report or any other publications under Reed Exhibitions India.

In case the concerned nominee is under final nominations the Logo will be used for display in dedicated catalog, Nominations Video, Standee, Backdrop as applicable.

I accept the Terms and Conditions and agree that the logo attached is best to my knowledge and can be used as mentioned in terms & conditions.

## 6. Company Head office Address \*

Street Address

Address Line 2

City

State/Region/Province

Postal / Zip Code

Country

## 7. Official Landline Number

## 8. Official Contact Person \*

First

Last

Will be used to contact if required.

# 2021MIRA9: MAPIC India Most Admired Retailer Of The Year: Marketing & Advertising Campaign

Food/Fashion/Lifestyle/Speciality Retailer who has executed special Marketing & Advertising Campaign for enhanced customer awareness about product/category /brand/store resulting in increased sale, footfall and margins during FY19 -20

## 9. Designation \*

## 10. Mobile Phone Number \*

## 11. Email ID \*

## Marketing Campaign Information

## 12. Name of Marketing Campaign

## 13. Campaign Duration

### 13.a. Campaign From

dd-MMM-yyyy

### 13.b. Campaign To

dd-MMM-yyyy

## 14. Total Retail Sale (Rs Lacs) \*

During the Campaign period

## 15. Total Footfalls \*

During the Campaign period

## 16. Total Number of Transactions \*

During the Campaign period

# 2021MIRA9: MAPIC India Most Admired Retailer Of The Year: Marketing & Advertising Campaign

Food/Fashion/Lifestyle/Speciality Retailer who has executed special Marketing & Advertising Campaign for enhanced customer awareness about product/category/brand/store resulting in increased sale, footfall and margins during FY19 -20

## 17. Total Campaign Expense (Rs Lacs) \*

*During the Campaign period*

## 18. QUALITATIVE PERFORMANCE

Please describe the followings in not more than 300 words for each; upload the supporting wherever needed. Also attach the list of various agencies hired for the Campaign:

### 18.a. Campaign Concept / Theme \*

### 18.a Do you wish to upload any supporting document or attach any video link?

NO  Upload Document  Video Link

### 18.b. List of various agencies hired for the Campaign

Agency Name *	Type of work agency was involved in. *
<input type="text"/>	<input type="text"/>

### 18.c. Online & offline channels used during Campaign: \*

### 18.c Do you wish to upload any supporting document or attach any video link?

NO  Upload Document  Video Link

### 18.d. Number of Social Media followers added on various platforms during the Campaign: \*

## DECLARATION:

I hereby agree:

That the facts and figures stated in this Nomination together with the accompanying information is true and correct to the best of my knowledge. \*

# 2021MIRA9: MAPIC India Most Admired Retailer Of The Year: Marketing & Advertising Campaign

Food/Fashion/Lifestyle/Speciality Retailer who has executed special Marketing & Advertising Campaign for enhanced customer awareness about product/category /brand/store resulting in increased sale, footfall and margins during FY19 -20

- To allow the organisers to retain the information provided by us. \*
- To abide by the rules and regulations of the Awards. \*
- To abide by the decision of the Jury, which will be final and conclusive. \*

Name of person submitting form \*

First

Last

Designation \*

Official email address \*

A copy of the form will be sent to this email id.

Mobile Number \*

Signature of person submitting form. \*

## Billing Details

### Offline Payment (Cheque/ NEFT/RTGS/ Others):-

The Nomination Fees may be paid by:

#Cheque drawn in favour of "RELX IND PL - REED EXHIBITIONS ACC"

#Online transfer to our bank a/c:

A/c Name: RELX IND PL - REED EXHIBITIONS ACC

Bank Name: Citibank, First Floor, DLF Capitol Point, Kharak Singh Marg, New Delhi 110001

Current a/c No: 0007050119

SWIFT Code: CITIINBXIBD

IFSC Code: CITI0000002

### Please Note:-

# 2021MIRA9: MAPIC India Most Admired Retailer Of The Year: Marketing & Advertising Campaign

Food/Fashion/Lifestyle/Speciality Retailer who has executed special Marketing & Advertising Campaign for enhanced customer awareness about product/category /brand/store resulting in increased sale, footfall and margins during FY19 -20

- The nomination will not be considered complete without the receipt of payment.
- The nomination will be further considered for evaluation & assessment once the nomination fee has been received and confirmed.

I agree with terms and conditions related to payment of nomination fee. \*

**How will you be paying the nomination fee. \***

Cheque

NEFT/RTGS

## Billing & Invoice Details:

**Company Name \***

**Name of the concerned person to whom bill should be raised to:- \***

*First*

*Last*

**GSTIN No. \***

**Bill to:- \***

*Street Address*

*Address Line 2*

*City*

*State/Region/Province*

*Postal / Zip Code*

*Country*

Shipping Address same as above:-

## 2021MIRA9: MAPIC India Most Admired Retailer Of The Year: Marketing & Advertising Campaign

Food/Fashion/Lifestyle/Speciality Retailer who has executed special Marketing & Advertising Campaign for enhanced customer awareness about product/category /brand/store resulting in increased sale, footfall and margins during FY19 -20

**Ship to:- \***

Street Address

Address Line 2

City

State/Region/Province

Postal / Zip Code

Country