



INNOVATING WORLD OF RETAIL

15
December, 2020

Sahara Star,
Mumbai

Organised by
Reed Exhibitions

RELX™

2020MIRA9: 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:

2020MIRA9: 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 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 December, 2020
- Final nominees shall be eligible to receive 2 complimentary passes for the MAPIC India Retail Awards ceremony and Gala Dinner to be held on 15th December, 2020 at Sahara Star, Mumbai.

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 October 2020.
- 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 :-

Name : Nivisha Sinha
Phone No : +91-9560208618
Email Id : nivisha.sinha@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 *

Reed Exhibition India

2020MIRA9: 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 *

MAPICIndia

3. Upload high resolution logo of the company/brand



mapic_india.png

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



mapic_india.png

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.

2020MIRA9: 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

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.

9. Designation *

10. Mobile Phone Number *

11. Email ID *

Marketing Campaign Information

12. Name of Marketing Campaign

2020MIRA9: 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

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

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 *

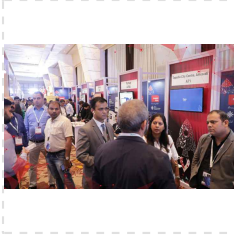
18.a Do you wish to upload any supporting document or attach any video link?

NO Upload Document Video Link

2020MIRA9: 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

18. a. File Upload



mapic_exhibitor.jpg

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

Agency Name *	Type of work agency was involved in. *
RXI	Exhibitions

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

RXI

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: *

3458695674567

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. *
- 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. *

2020MIRA9: 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

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:-

- 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.

2020MIRA9: 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

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

How will you be paying the nomination fee. *

Online

Cheque

NEFT/RTGS

Billing & Invoice Details:

Company Name *

Reed Exhibitions India

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

Nivisha

First

Sinha

Last

GSTIN No. *

12345678

Bill to:- *

RXI

Street Address

Unit 3,4,5 Southern Park Building, D2, Saket

Address Line 2

New Delhi

City

New Delhi

State/Region/Province

110017

Postal / Zip Code

India

Country

Shipping Address same as above:-