

# Marquees 2017: And, the winners are...

A totally of 20 awards (including special categories) were given away

ETBrandEquity | August 12, 2017, 08:38 IST



On a balmy afternoon in April 2017, in the midst of Goafest, The Advertising Club announced a brand new annual property that exclusively aimed to cater to the needs of marketers- [The Marquees](#).

The announcement created its fair share of buzz for not only being engineered to recognize brands for their excellence in the myriad nuances of marketing but also to highlight the important factors like the pricing and distribution.

Over the course of the next few months, the jury list was rolled out: Industry stalwarts like Harsh Goenka, Ronnie Screwvala, Dilip Cherian, Agnello Dias, Naveen Chopra, and CVL Srinivas were roped in by [The Advertising Club](#) as members of the jury while Sanjiv Mehta, CEO and managing director, Hindustan Unilever Limited was appointed as jury chair.

D-day finally arrived at Grand Hayat, Mumbai with [Smriti Irani](#) walking in as the chief guest of honour for the award show. Read on as Brand Equity lists the top winners of the night:

Hindustan Unilever won the coveted Green Marketer Award, which honours brands that have strived and conquered, by keeping a close focus on environmental sustainability. The Special Award for “Conquering an impregnable fortress” was won by Bira 91. Pro Kabaddi League was recognized as the brand that “Traversed uncharted waters” and Paytm was recognized for “Riding on an emerging wave”. Honda Motorcycle & Scooter was awarded for “Breathing new life into a category”, Indian Accent was recognized for “Creating a Global Impact” while Oppo was recognized for “Carving out a Niche” for themselves in a highly competitive category.

S. No	Category	Winner
1	Durables	LG ELECTRONICS
2	Auto: 4 Wheelers	MARUTI SUZUKI
3	Auto: 2 Wheelers	Royal Enfield
5	Food	WAI WAI NOODLES (CG GLOBAL)
5	Banking	HDFC BANK
6	Personal Care	LIFEBUOY (HINDUSTAN UNILEVER)
7	Insurance	LIC
8	Telecom Services	BHARTI AIRTEL
9	Home Care	VIM (HINDUSTAN UNILEVER)
10	E-Commerce	AMAZON INDIA
11	Beverages	FROOTI (PARLE AGRO)
12	Telecom Handset	XIAOMI SMARTPHONES
<b>Special Categories</b>		
1	Breathing new life into a category	HONDA MOTORCYCLE & SCOOTER
2	Creating a global Impact	INDIAN ACCENT
3	Green Marketer	HINDUSTAN LEVER
4	Riding on an emerging wave	PAYTM
5	Carving out a niche	OPPO
6	Reimagining for the better	GOOD EARTH
7	Traversing uncharted waters	PRO KABADDI LEAGUE
8	Conquering an impregnable fortress	BIRA 91

In a press statement [Raj Nayak](#), president, The Advertising Club said, “Marquees 2017 has emerged as the gold standard in marketing awards. I thank the Honorable Minister for Textiles and Information & Broadcasting, Smt. Smriti Irani for gracing the maiden edition of Marquees 2017 as Chief Guest & enhancing the prestige of the Marquees. I also thank the

Jury Chair Sanjiv Mehta & the distinguished Jury for their indulgence & commitment in making the awards robust, transparent and credible.”

Partho Dasgupta, CEO, BARC India, added, “The debut edition of Marquees has set a new benchmark of excellence by recognizing brands that have challenged the communication archetype in the industry, thus appealing to the evolved consumer of today. These awards through their differentiated scope, right from the jury panel to representation to categories has ensured that they are a marketer’s dream.”