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**RETAIL &  
SHOPPING  
CENTRE**  
CONGRESS & AWARDS

**20<sup>th</sup>  
EDITION**

14<sup>th</sup> February,  
2024

Taj Lands End,  
Mumbai



WORLD  
BRAND  
CONGRESS™  
(SINCE 1992) ◆◆◆  
31<sup>st</sup> Edition

ASIA  
**FOOD**  
CONGRESS & AWARDS  
(5<sup>th</sup> EDITION)



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CONGRESS & AWARDS  
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Asia's single most important global platform to promote world-class retail practices. The focus of the two day Asia Retail congress is to discuss and influence the issues for change. The Asia Retail Congress is aimed at company chairs, presidents and CEOs from leading international and national retailers, directors of international and national retailers, directors of international brands who believe in making change happen...

The Giants of Retail will meet at Asia Retail Congress 2024!

## ROLE PLAYERS 2024



### **RAHUL BHALCHANDRA**

Co-founder & CEO  
*YLG Salon*



### **SATYEN MOMAYA**

Chief Executive Officer  
*Celio Future Fashion Pvt. Ltd.*



### **SAHIL KANSAL**

Head of Property & Franchising  
*Tata Croma*



### **SOURAV SHAH**

Head of E-Commerce  
*Flydubai, UAE*



### **SURENDER GOUNDER**

Founder & CEO  
*Tango Eye*



### **RAKESH TEJURA**

Partner  
*Beautiful Garments*



### **DEEPAK CHHABRA**

Managing Director  
*Timex Group India Ltd.*



### **SUNAINA HARJAI**

Founder  
*Hats Off Accessories Pvt. Ltd.*

### **AGNES RAJA GEORGE**

Founder & MD  
*Pipin Fashions and Retail Pvt. Ltd.*

### **MALLIKA DEWANWALA**

General Manager  
*DLF Malls*

### **ASHISH DHIR**

Sr. Director (Consumer & Retail)  
*1Lattice*

### **NEERJA LAKHANI**

Co-founder  
*Inner Sense Lingerie*

### **BHAVINI PARIKH**

Founder / CEO  
*Bunko Junko*

### **PREM DEWAN**

Retail Head  
*OSL Luxury Collections (P) Ltd.*

### **YASH P KOTAK**

Co-founder & CMO  
*Bombay Hemp Co. Pvt. Ltd.*

*and many more....*





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# GLOBAL AWARDS FOR RETAIL EXCELLENCE

**GLOBAL AWARDS FOR RETAIL EXCELLENCE** is truly the only forum which matters in the region when it comes to retail leaders sharing game-changing insights, world-class concepts, as the breaking ground for India entry strategy for global players, and as the incubation ground for fruitful multi-million dollar partnership ideas and alliances. This is Asia, single most important global platform to promote world-class retail practices. The focus of the congress is to discuss and influence the issues for change. The Congress is aimed at company chairs, presidents and CEOs from leading international and national retailers, directors of international and national retailers, directors of international brands who believe in making change happen.....Over the last 19 years, the Retail Excellence Awards have championed, toasted and rewarded the finest achievements in the sector. Winning one of these coveted awards puts you amongst some of the most highly regarded names in the industry.

## ORGANIZATIONAL AWARD CATEGORIES:

- Retail Marketing Campaign of the Year (Offline)
- Direct Marketing Campaign of the Year
- Impactful Retail Design & Visual Merchandising Retail Best Employer of the Year
- None Retail Marketing Campaign of the Year
- Customer Loyalty Program Award
- Shopping Centre of the year Award
- Effective Retail through Supply Chain
- Innovative Retail Concept of the Year
- Retailer of the Year (REAL ESTATE)
- Retailer of the Year (MALL)
- Online Retail launch site of the Year
- Online Retail Mobile Site of the Year
- Best use of social media in marketing
- Best Technology Initiative / Implementation Premium Online payment brand award
- Property Consultant of the Year (Residential)
- Property Consultant of the Year (Commercial)
- Most admired Real Estate website of the Year

## INDIVIDUAL AWARD CATEGORIES:

- Retail Leadership Award
- Young Retail Professional of the Year (Below 35)
- Lifetime Achievement Award
- CEO of the Year

## RETAILER OF THE YEAR (ORGANISATION):

- Fashion & Lifestyle
- Jewellery & Accessories
- Non Apparel / Footwear
- Leisure & Holidays
- Rural Impact & CSR
- Food & Beverages (Catering Services / MR)
- Banking, Financial Services & Insurance
- E-Commerce & Online Shopping
- Home Product & Office Improvements
- Beauty, Wellness & Fitness
- Mobile & Telecom Services
- Health & Wellness Products
- Entertainment & Fun
- Consumer Durables
- Forecourt Retailing
- Food & Grocery
- Private Labels
- Kids wear
- Real Estate
- Travel Retailer

## INTERNET RETAILER OF THE YEAR (ORGANISATION):

- Babies & Children (including toys, games, children's clothing, nursery items and educational toys and games)
- Gifts & Greetings (including jewellery and watches, florists, stationery, greetings cards and e-greetings, candles, gift confectionery, soaps and gift toiletries)
- Beauty, Perfumes & Cosmetics (including all linked products and services)
- Sport (including sporting goods, sports clothing, events and services)
- Travel (including retail travel services, passenger lines, and associated travel products and services)
- Cars, Bikes & accessories
- Computers and Telecommunications
- Electrical
- Fashion & Clothing
- Finance & Insurance
- Food & Drink
- Pharmacy & Health
- Home & Home improvement
- Music, Movies and Entertainment





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# AWARDS FOR EXCELLENCE IN SHOPPING CENTRE & MALL MARKETING

**T**he Asia Africa GCC Retail and Shopping Centre Presents Shopping Centre and Mall Awards is designed to honour the industry's best malls. The awards will offer an insight to the entire industry on what it takes to achieve high levels of accomplishment and success. Shopping Centre and Mall Awards will bring together professionals connected to the entire shopping centre fraternity to meet and network with decision makers to share knowledge and to grow your business.

## ORGANIZATIONAL AWARD CATEGORIES:

- Shopping Center of the Year Metros (East)
- Shopping Center of the Year Metros (North)
- Shopping Center of the Year Metros (West)
- Shopping Center of the Year Metros (South)
- Shopping Center of the Year Non Metro (East)
- Shopping Center of the Year Non Metro (North)
- Shopping Center of the Year Non Metro (West)
- Shopping Center of the Year Non Metro (South)
- Most Admired Shopping Centre of the Year
- Most Admired Marketing Campaign of the Year
- Best Innovative Shopping Centre
- Best Thematic Decoration-Shopping Centre
- Retail Merchant of the Year
- Best Sustainable Design of the Year
- Best Retail & Leisure Development
- Best Utility Services Company of the Year (Lifts, Escalators, Security Sensor)
- Best Security Services Company of the Year (Security, Car Park)
- Best Social Innovative Program - Shopping Center (Marketing)
- Best Architecture & Interior Design - Shopping Center
- Best Property Management Company of the Year
- Most Admired Shopping Centre of the Year - Marketing and Consumer Promotions
- Most Admired Shopping Centre of the year - Retailers' Choice
- Most Admired Shopping Centre of the year - Socially Responsible
- Most Admired Shopping Centre Launch of the Year
- Most Admired Shopping Centre Management Co. of the Year
- Shopping Center of the year - Luxury - East
- Shopping Centre of the year - Luxury - West
- Shopping Centre of the year - Luxury - North
- Shopping Centre of the year - Luxury - South
- Most Luxurious Shopping Mall
- New Developments and Expansions
- Shopping Mall with Maximum Luxury Brands
- Best Shopping Mall with Maximum International Brands
- Best Food Court in a shopping Mall
- Best Social Media Campaign of the Year
- Best Digital Marketing Campaign of the year
- Best Shopping Mall with Regional Brands
- Best Real Estate Developer (Shopping Mall)
- Best Retail Store launch in a shopping Mall
- Upcoming Mall of the Year
- Best Location of a shopping Mall
- Best Customer Experience Initiative - Shopping Centre Owners
- Best Shopping Malls with Maximum Food outlets
- Emerging Concept Mall of the Year
- Innovative Retail Concept of the year
- Most Admired Green Shopping Centre of the Year
- Best Family Entertainment Zone

## INDIVIDUAL AWARD CATEGORIES:

- Best General Manager - Shopping Center of the Year
- Best Managing Director - Shopping Center of the Year
- Best CEO - Shopping Center of the Year
- Regional Award for Excellence
- Retail Rising Star of the Year
- The Shopping Mall Potential Star of the Year
- Outstanding Achievement Award
- Most Admired Shopping Centre Professional of the Year





**T**he Asia Food Congress & Awards were created to redefine 'Good Food' as being tasty, authentic and responsible. We aim to set criteria for entry that are realistic and inclusive of food and drink producers who have demonstrated a commitment to be part of building a tasty. Authentic and responsible food system, going far above and beyond the status quo for their industry, while not making them so strict that eligible participants are limited to a small handful of products. The Awards are rooted in a belief that by being inclusive, our food system will more closely embody the principles of taste, authenticity and responsibility more quickly.

## ORGANISATIONAL AWARD CATEGORIES:

### RESTAURANT:

- Best National Restaurant
- Best Highway Restaurant of the Year
- Best 24 hour dining
- Best Customer Service by Restaurant
- Best Emerging International Cuisine
- Restaurant serving best Biryani
- Restaurant serving best burger
- Restaurant serving best pizza
- Best Organic Food Café
- Best Waffle Restaurant
- Best Vegetarian Restaurant of the Year
- Best Mobile Food/Food Truck of the Year
- Best Theme based Restaurant of the Year
- Best Regional Fine Dine Hotel Restaurant
- Best Regional Restaurant Chain of the Year
- Best Debutant Restaurant Chain of the Year
- Best Regional Debutant Restaurant of the Year
- Best Fast Casual Dining Restaurant of the Year
- Best Regional Standalone Restaurant of the Year
- Best healthy and diet food restaurant of the Year
- Best National/Regional Chinese Restaurant of the Year
- Best National/Regional Mexican Restaurant of the Year
- Best National/Regional Italian Restaurant of the Year
- Master brand of the Year - Restaurant
- Best National/Regional Pan - Asian Restaurant of the Year
- Best Regional Standalone Restaurant of the Year (Small Town)
- Best Regional Indian Cuisine Restaurant Chain / Standalone of the Year
- Restaurant with outstanding ambience and Interiors Award of the Year
- Best National/Regional Dark / Satellite Kitchen Restaurant of the Year
- Best National/Regional Night Delivery Kitchen / Restaurant of the Year

### CAFÉ & BAKERY:

- Best National / Regional Cafe of the Year
- Best Regional Emerging cafe of the year
- Most innovative Tea / Cafe of the Year
- Best Ice-Cream Parlour of the Year
- Best Juice / Shake Parlour of the Year
- Cafe with Outstanding Ambience and Interiors Award
- Best Customer Service by a café
- Master brand of the Year - Café & Bakery
- Best National / Regional home baker/ home chef of the Year
- Best National / Regional Bakery and Confectionery Chain / Standalone of the Year

### NIGHT LIFE:

- National / Regional Microbrewery of the Year
- Restro-Bar / Gastro Pub with best live events
- Best Customer Service by a Gastro Pub / Restro-Bar
- Best Theme based Restro Bar / Gastro Pub of the Year
- Best Regional Rooftop Restro Bar / Lounge of the Year
- Best Regional Debutant Gastro Pub/ Restro bar of Year
- Master brand of the Year - Bar & Pubs
- Best National / Regional Gastro Pub / Restro Bar of the Year
- Gastro Pub / Restro Bar with Outstanding Ambience and Interiors

### SPECIAL AWARDS:

- Best Menu R&D and Innovative Culinaris Award
- Best Wine Brand of the Year
- Business Growth Award
- Cookbook of the Year
- Best Food App of the Year
- Best Caterer of the Year
- Restaurant Technology award
- Most efficient food delivery services of the Year
- Most innovative packaged drink of the Year
- Best Creative Concept Award of the Year



## DAIRY PRODUCTS:

- |                          |                                     |  |
|--------------------------|-------------------------------------|--|
| ▪ Best Yogurt Company    | ▪ Best Milk Chocolates              | ▪ Best Chocolate Company                           |
| ▪ Best Cheese Company    | ▪ Best Fruit & Nuts Chocolates      | ▪ Food & Grocery Brand of the Year (Dairy Product) |
| ▪ Best Butter Company    | ▪ Best Dark Chocolates              | ▪ Master brand of the Year - Milk & Dairy          |
| ▪ Best Non Dairy Creamer | ▪ Best Diet Chocolates              |  |
| ▪ Best Ice Cream Company | ▪ Best Chocolates Brand of the Year |  |

## SNACKS:

- |                      |                      |   |
|----------------------|----------------------|---|
| ▪ Best Chips Company | ▪ Best Biscuit Brand | ▪ Food & Grocery Brand of the Year (Snacks) |
| ▪ Best Healthy Chips | ▪ Best Diet Chips    | ▪ Master brand of the Year - Snacks         |

## GROCERY:

- |  |  |
|--|--|
| ▪ Best Rice Brand Award                                | ▪ Food & Grocery Brand of the Year (Chilled Foods)           |
| ▪ Best Sugar Company                                   | ▪ Food & Grocery Brand of the Year (Rice, Noodles & Pasta)   |
| ▪ Green Supplier of the Year                           | ▪ Food & Grocery Brand of the Year (Hot Beverages)           |
| ▪ Cookery School of the Year                           | ▪ Food & Grocery Brand of the Year (Cold Beverages & Juices) |
| ▪ Best Agro Food Brand of the Year                     | ▪ Food & Grocery Brand of the Year (Traditional Foods)       |
| ▪ Best Cooking Oil Brand of the Year                   | ▪ Food & Grocery Brand of the Year (Soups)                   |
| ▪ Best Pickles Brand of the Year                       | ▪ Food & Grocery Brand of the Year (Bakery)                  |
| ▪ Best Spices Brand of the Year                        | ▪ Food & Grocery Launch of the Year                          |
| ▪ Best Food & Grocery Website                          | ▪ Food & Grocery Retail Innovation of the Year               |
| ▪ Best Food & Grocery Blog of the Year                 | ▪ Independent Food & Grocery Retailer of the Year            |
| ▪ Best Confectionery Brand of the Year                 | ▪ Food & Grocery Retail of the Year: Supermarkets            |
| ▪ Food & Grocery Consumer initiative of the Year       | ▪ Food & Grocery Retail of the Year: Large Formats           |
| ▪ Food & Grocery Brand of the Year (Instant Mix Food)  | ▪ Food & Grocery Retail of the Year: Speciality              |
| ▪ Food & Grocery Brand of the Year (Frozen Desert)     | ▪ Master brand of the Year – Grocery                         |
| ▪ Food & Grocery Brand of the Year (Ready to Eat Food) |  |

## FOOD TECH:

- |                                 |                               |   |
|---------------------------------|-------------------------------|---|
| ▪ Best Online Food Delivery App | ▪ Best Food Website           | ▪ Master brand of the Year - Food App / Website |
| ▪ Best Online Menu Provider     | ▪ Best Food Packaging Company |   |

## SHAKES & JUICES:

- |                             |  |  |
|-----------------------------|--|--|
| ▪ Best Juice Retail Company | ▪ Best Healthy Juice                       | ▪ Master brand of the Year - Shakes / Juices & Smoothies |
| ▪ Best Juice Company        | ▪ Best Low Calories Juice Exclusive Awards |  |

## FOOD START-UPS:

- |  |  |  |
|--|--|--|
| ▪ Best Food Start-up Company (Dairy)   | ▪ Best Food Start-up Company (Grocery) | ▪ Best Food Start-up Company (Restaurants) |
| ▪ Best Food Start-up Company (Online)  | ▪ Best Food Start-up Company (Bakery)  | ▪ Master brand of the Year - Start-Ups     |
| ▪ Best Food Start-up Company (Offline) | ▪ Best Food Start-up Company (Café)    |  |

## BEST USE OF SOCIAL MEDIA IN FOOD & GROCERY:

- |                              |                                       |  |
|------------------------------|---------------------------------------|--|
| ▪ Food & Beverage Industry   | ▪ Consumer Good Social Media Campaign | ▪ Viral Marketing Campaign of the Year |
| ▪ Best Social Media Campaign | ▪ Best Digital Media Campaign         | ▪ Food Campaign of the Year            |

## INDIVIDUAL AWARD CATEGORIES:

- |  |   |                                  |
|--|---|----------------------------------|
| ▪ Rising Star of the Year                | ▪ Best Food Personality of the Year           | ▪ Bartender of the Year          |
| ▪ Managing Director of the Year          | ▪ Best Sous Chef of the Year                  | ▪ Sommelier of the Year          |
| ▪ Food & Grocery personality of the Year | ▪ Best Pastry/Bakery Chef of the Year         | ▪ Young Restaurateur of the Year |
| ▪ Chef of the Year                       | ▪ The Lifetime Achievement Award              | ▪ Food Influencer of the Year    |
| ▪ Young Entrepreneur of the Year         | ▪ National/ Regional Restaurateur of the Year |                                  |





**T**he Digital Marketers' Awards are designed to recognize exceptional work done by the Marketing fraternity to take their brands into the digital era. Brand Stewards i.e. the CMOs or the Heads of Marketing shepherd their teams and their company into creating brand assets. These awards will recognize & reward leaders for the pioneering job of online asset creation amongst their peer-set for their brands. The entries will be judged by an exceptional jury who will not only look at results but also the leadership ability in creating an innovative marketing environment that has the ability to change the game of the branding and marketing industry.

### WEBSITE AWARDS:

- Best E-commerce website by a Retail Brand
- Best E-commerce website in a Specialized Category
- Best Local language Website
- Best News Content Website
- Best Travel Website
- Best Financial Website
- Best Education Website
- Best Brand/Product Website

**MOBILE AWARDS:**

- Consumer Mobile Service    :    ▪ Enterprise Product or Service    :    ▪ Innovative Mobile App    :    ▪ Mobile Game

## DIGITAL HEALTHCARE AWARDS:

- Best Digital Healthcare Company Of The Year
  - Most Innovative Company : Digital Healthcare
  - Best Digital Healthcare Marketing Campaign
  - Best Medical & Healthcare Digital Marketing Agency
  - Best Healthcare App
  - Best Healthcare Website
  - Best Online Pharmacy Store / App
  - Most Reliable Online Medical Store
  - Best Online Medicine Ordering Website
  - Most Trusted Brand : Online Medicine Ordering Website
  - Best Healthcare Tele - Consultation Services
  - Best Home Delivery Service : Medicine
  - Most Affordable Online Healthcare Service / Product
  - Best End - To - End Healthcare Service
  - Best User - Friendly Clinic Management Software
  - Best Use Of Technology in Healthcare
  - Best Digital Healthcare Solution Provider
  - Best Digital Healthcare Solution Product / Service
  - Best Digital Healthcare Start-up
  - Digital Healthcare Innovation Award
  - Best Telemedicine Company
  - Best Digital Healthcare Facilities
  - Best Digital Healthcare Marketing Strategy
  - Most Promising Brand Digital Healthcare Industry

## DIGITAL ADVERTISING AWARDS:

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>▪ Best Advertising or Marketing on Mobile</li><li>▪ Best Display Campaign</li><li>▪ Best Search Marketing Campaign</li><li>▪ Best Viral Marketing Campaign</li><li>▪ Best Email Marketing Campaign</li><li>▪ Best Social Media Marketing Campaign</li><li>▪ Best Digital Integrated Campaign</li><li>▪ Best Mobile Marketing Campaign</li><li>▪ Best Multi-Channel Integrated Marketing Campaign</li><li>▪ Best use of Mobile in Marketing</li><li>▪ Best use of Mobile Media in Advertising</li><li>▪ Best Brand Marketing Campaign</li><li>▪ Best Digital Marketing Campaign</li><li>▪ Digital Application of the Year</li><li>▪ Best use of Digital Media in Marketing /Advertising</li></ul> | <ul style="list-style-type: none"><li>▪ Best use of Mobile/Digital Media in CSR/Cause Marketing</li><li>▪ Best Digital Media Team of the Year</li><li>▪ Best Progressive Digital Marketing Company</li><li>▪ Stand-out Digital Agency of the Year</li><li>▪ Best Agency/Client in Mobile Marketing</li><li>▪ Best Agency/Client in Digital Marketing</li><li>▪ Best Agency/Client in Content Marketing</li><li>▪ Best Mobile Media Team</li><li>▪ Best Use of Video (You Tube or Video)</li><li>▪ Best Motivational Video or Video Series</li><li>▪ Best Overall Website Design – Digital</li><li>▪ Digital Agency of the Year</li><li>▪ Digital Start up of the year [Company]</li><li>▪ Best Content Agency</li></ul> |
|--|---|



## BEST DIGITAL PUBLICATIONS:

- Best in Tablet Publishing
- Best Corporate Book / Dossier - Digital
- Best Creative & Advertising Agency Publication - Digital
- Best Hospitality / Travel Industry Publication - Digital
- Best Healthcare / Medical Industry Publication - Digital
- Best Financial Services Industry Publication - Digital
- Best Technology Industry Publication - Digital
- Best Transportation / Logistics (Air/Auto/Rail /Ship) Industry Publication - Digital

- Best Manufacturing Industry Publication - Digital
- Programmatic Company of the Year
- Best School / University Publication - Digital
- Best NPO (Non-Profit Organization) Publication - Digital
- Best New Publication - Digital
- Best Regularly Featured Column or Section - Digital
- Best Feature Article - Digital
- Best Overall Editorial - Digital

## INDIVIDUAL AWARD CATEGORIES:

- Digital Person of the year
- Digipreneur of the Year
- Mobipreneur of the Year
- Best Mobile Industry Professional of the Year
- Best Mobile Media Professional of the Year
- Mobile Marketing Professional of the Year
- Outstanding Individual Achievement in Mobile Marketing
- Young Achiever Award : Mobile /Digital
- Women Leadership in Industry Award
- Professional CEO (Digital) of the Year
- Entrepreneur of the year

- Digital Marketing Professional of the Year
- Product Person of the Year
- Best Digital Health Evangelist
- Digital Health Champion Award
- CFO of The Year
- Best Digital Healthcare Coach
- Exemplary Leadership Award
- Outstanding Contribution in Digital Healthcare Sector
- Healthcare IT Expert of The Year / CTO of The Year
- Lifetime Achievement Award

**ORGANIZATIONAL CATEGORY:** Each entry should be accompanied by write-up of not more than 2700 words excluding attachment; Profile of the company & Brochure; Media write-ups & Interviews as annexure.

**INDIVIDUAL CATEGORY:** Each entry should be accompanied by personal profile of nominated person; Achievements; Awards & Accolades received; Media coverage; Articles published; Photographs & any other relevant details.

(The Jury will evaluate each entry & will decide on winners. The decision of the Jury is final & binding)

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The Entry Fee is Non-Refundable. Entries once sent cannot be withdrawn under any circumstances.

The Organizers reserve a right to alter or change the program design without assigning any reason whatsoever

