

PATH TO GOLD

The SMARTIES India 2026 Entry Playbook

Jury tips, submission strategy, winner inspiration and global credentials - built to help you enter, compete and win.

ENTRY DEADLINE

JULY 21, 2026

On-time: July 9 · Gala: October 9, Mumbai

[ENTER NOW](#)



Contents

PART 01

About SMARTIES

What is SMARTIES? - The Global Benchmark

5 Reasons to Enter

Business Impact Index (BII)

BII India 2025: Top Rankers

2026 Categories

Meet the Jury

SMARTIES Winners Showcase

PART 02

Resources & Insights

2026 Qualifying Jury Tips & Tricks - What makes the cut?

2026 Grand Jury Tips & Tricks - What makes the cut?

Submission Guide Essentials + SMARTIES Coach GPT

Last-minute Checklist

Toluna Insights

PART 03

India Wins on the Global Stage

India at SMARTIES APAC 2025

India at SMARTIES X Global 2025

PART 04

About MMA

MMA India

MMA India Councils

Global Think Tanks

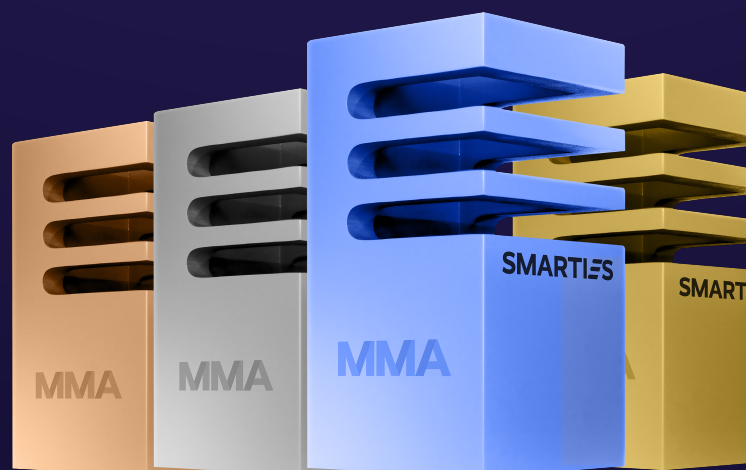
MMA India Board + Key Contacts

ENTER BY JULY 21

PART ONE

ABOUT SMARTIES

The awards programme that measures what matters: real business impact. Not the biggest budget. Not the flashiest creative. The smartest, most effective marketing.



WHAT IS SMARTIES?

The world's most rigorous marketing effectiveness awards.

SMARTIES is MMA's global awards programme, built around one core question: did the work move a real business metric?

In India, SMARTIES recognises effective, innovative and data-driven marketing across brand building, media, technology, commerce and purpose. Winners are evaluated by senior marketers for strategy, execution and measurable business outcomes.

[VIEW INDIA PROGRAM](#)

Business Impact Index

SMARTIES results shape rankings for marketers, brands, agencies and solution providers.

Global Pathway

Win in India, rise through APAC, and contend on the SMARTIES X Global stage.

RECMA Credibility

For media agencies, SMARTIES wins support stronger credentials in market evaluations.

WARC Media 100

SMARTIES winners contribute to WARC Media 100, a global benchmark for the most awarded campaigns for media.

16

Countries running SMARTIES

2,500+

Campaigns judged worldwide annually

Jan 2025 - Jun 2026

Eligibility window

WHY ENTER SMARTIES INDIA 2026?

5 reasons to enter

1

Global rankings with weight

Your SMARTIES result feeds into the Business Impact Index, a benchmark senior marketers and agency leaders actually pay attention to.

2

Agency credentials clients understand

For media agencies, a SMARTIES win is not just a trophy. It gives you one more credible proof point for pitch rooms and procurement conversations.

3

India to the world stage

A strong India performance can open the path to SMARTIES APAC and SMARTIES X Global.

4

Judged by people who know the business

The jury includes senior brand, agency, platform, media and marketing leaders who evaluate the work through an effectiveness lens.

5

A room that matters

The Gala brings senior decision-makers together. Recognition on that stage is visibility with the right audience.

Extended deadline: July 21, 2026

On-time deadline: July 9 · Gala: October 9,
Mumbai

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GLOBAL CREDENTIALS

Business Impact Index (BII)

The MMA SMARTIES Business Impact Index is the global modern marketing index that ranks agencies, advertisers, brands and solution providers driving significant business impact through modern marketing.

WARC
AN ASCENTIAL COMPANY

In partnership with WARC

The BII methodology is developed with WARC, the global authority on advertising and media effectiveness. Rankings are compiled using SMARTIES finalist and winner data across global awards programmes. SMARTIES winners also contribute to WARC Media 100.

Why it matters

A SMARTIES win is not only award recognition. It also builds a stronger effectiveness credential for brands, agencies and solution providers.

What it reflects

Rankings are based on performance in SMARTIES programmes, making the index an effectiveness-led scoreboard.

[EXPLORE THE FULL RANKINGS](#)

BII categories

Brands

Advertisers

Creative Agencies

Media Agencies

Digital/Specialist Agencies

Solution Providers

Agency Networks

BII INDIA 2025

Top 5 India rankers across categories

A compact view of the 2025 India Business Impact Index leaders across the key categories.

Brands

1. Cadbury	166.1
2. Colgate	136.7
3. Oreo	118.9
4. Dove	117.1
5. Knorr	101.6

Advertisers

1. Mondelez International	356
2. Unilever	323.2
3. Colgate-Palmolive Company	136.7
4. Aditya Birla Group	125.8
5. L'Oreal	100

Creative Agencies

1. Leo	40.4
2. Schbang	30
3. DDB Mudra Group	20.2
4. FCB Kinnect	20.2
5. Enormous	16.2

Media Agencies

1. Wavemaker	595.7
2. Mindshare India	455.8
3. Essence Mediacom	84.8
4. Spark Foundry	56.6
5. Publicis OOH	48.5

Digital/Specialist Agencies

1. Performics	94.2
2. Interactive Avenues	48.5
3. Havas Play	46.9
4. PivotRoots	20.2
5. SoCheers	18.5

Solution Providers

1. Amazon Ads	263.7
2. InMobi Advertising	20.2
3. Flipkart	16.2
4. Newton, powered by Affle	12.1
5. mediasmart, powered by Affle	8.9

Agency Networks

1. Wavemaker Worldwide	652.3
2. Mindshare	437.3
3. Essence Mediacom	101
4. Performics	94.2
5. Havas Media Group	67.1

DISCOVER THE FULL BII RANKINGS

2026 CATEGORIES

Choose where your story fits

PURPOSE DRIVEN MARKETING

- Brand Purpose / Activism
- Social Impact Marketing
- Diversity & Inclusive Excellence

IMPACT MARKETING

- Brand Experience
- Instant Impact / Promotion
- Customer Growth & Conversion
- New Product / Service Launch
- Real Time Marketing
- Small Budget, Big Impact (\$5k-\$25k)
- Creator / Influencer / Celebrity
- Partnership, PR & Branded Content - NEW

MEDIA AND GROWTH

- Omnichannel Marketing
- Cross Digital Media
- Social Media Marketing
- AI Powered Data / Contextual
- Advanced Technologies (AR/VR/voice)
- Retail Media / O2O Excellence
- Audience Engagement Using AI

CREATIVE & INNOVATION IMPACT

- Integrated E-commerce & Live Streaming
- Design / CX / UX Personalization
- Short or Long Form Video
- Innovative Use of AI in Advertising
- AI-Driven Creative Excellence
- D2C / E-commerce Excellence - NEW

INDUSTRY AWARDS (JURY-DECIDED, NOT SUBMITTED)

- Best in Show Juror's Choice - NEW
- Most Resilient Brand
- Advertiser of the Year
- National Advertiser - NEW
- Brand of the Year
- Local Brand of the Year - NEW
- Publisher of the Year
- Media Agency of the Year
- Creative Agency of the Year
- Independent Agency of the Year
- Specialist Agency - NEW

TYPICAL SCORE WEIGHTAGE

Business Impact		40%
Strategy		25%
Execution / Media		20%
Creative Samples		15%

EXPLORE CATEGORIES

SMARTIES INDIA 2026

Meet the Jury

The 2026 jury brings together senior marketers, agency leaders, business builders and specialists who understand what effectiveness really takes.

JURY CHAIRS

Rajneet Kohli

Executive Director Foods
Hindustan Unilever Limited

Sairam Krishnamurthy

Chief Executive Officer
Bombay Shirt Company

Geetika Mehta

Managing Director
Nivea India

Arvind R P

Chief Executive Officer
Lenexis Foodworks Pvt. Ltd.

GRAND JURY

Gaurav Agarwal

Co-founder
1mg

Aditya Anand

Co-Founder
Yoga Bar

Alok Arya

CMO
Equentis Wealth

Pooja Asar

Head of Marketing EV
Tata Motors

Pooja Baid

CMO
Versuni

Shuvadip Banerjee

Chief Digital Marketing Officer
ITC Limited

Divya Batra

Vice President - Marketing &
Ecommerce
Haldiram Snacks

Pavanjit Singh Bedi

CMO, Foods
HUL

Gargi Bhatt

Head - Brand & Customer
Engagement
India First Life

Kaushik Chakraborty

Head Marketing & Corporate
Communication
Tata Capital

Suresh Chand

VP Marketing & Executive
Committee Member - Snacks,
Noodles & Pasta
ITC

Shawn Chandy

CMO
Paragon Footwear

Diptakirti Chaudhuri

CMO
Casagrand Premier Builder

Anurita Chopra

Category Head - Oral Health,
Middle East & Africa
Haleon

Prashant Choudhari

Head - Marketing
Fino Payments Bank

Ipshita Chowdhury

Head of Marketing
Motorola Mobility (A Lenovo
Company)

Ajay Dang

President, Head - Marketing
Ultratech Cement, An Aditya
Birla Group Company

Ankit Desai

Head - Media & Digital
Marketing (India & Global Centre
of Excellence)
Marico

Prashant Desai

Head - Media, Data &
Partnerships, Haleon South Asia
Haleon

Deepa Dsouza

Chief Operating Officer
NOTO Icecreams & Desserts

Joywin Fernandes

Head - Media, Digital &
Ecommerce
Danone

Rohit Gulati

Marketing Director, India & South
Asia
Johnson & Johnson Surgical
Vision

Ruchika Gupta

Director Brand Marketing -
South Asia
Hilton Worldwide

Ayesha Huda

Chief Marketing Officer
Mars

Vikas Iyer

Marketing Head
Lenexis Foodworks

Pawan Jagnik

Head of Marketing - India
Pladis Global

Manoj Jain

SR Vice President & Chief
Marketing Officer (Electronics)
Reliance Retail

Nikhil Kant

India Lead - Marketing & Sales
FlixBus

Taranjeet Kaur

Head of Media & Digital
Marketing
Tata Consumer Products

Shreyashi Keshri

Head of Marketing
McCain India

SMARTIES INDIA 2026

Grand Jury continued

Nikita Khanna

Co-Founder
Moxie Beauty

Richa Khera

Global Social Media Director
Schneider Electric

Moneka Khurana

Country Head & BOD Member
MMA India

Anjali Krishnan

Consumer Experience Lead
Mondelez

Vandana Krishnia

Chief Marketing Officer
JSWDLUX

Varun Kulkarni

Director - Marketing, Digital &
Growth
NoBroker

Puneet Kusumbia

VP Marketing
Heritage Foods

Suhayl Limbada

Chief Marketing Officer
KFC India & Partner Countries

Kunal Madan

Chief Marketing Officer
Radico Khaitan Ltd

Jiten Mahendra

CCA & CMO
Shoppers Stop

Megha Manchanda

Head of Marketing, Strategic
Growth, India, SL & BD
HP Inc

Deepa Mathew

Chief Insights and Digital
Marketing Officer
CEAT

Saakshi Verma Menon

Chief Marketing Officer, India
Foods
PepsiCo

Abhishek Mishra

Country Head - Brand &
Marketing
Narayana Health

Anupam Nair

CMO
MTR Foods

Goodies Narayanan

Director Marketing - CMO India
Bacardi

Abhinav Narula

Senior Vice President Marketing
MakeMyTrip

Gaurav Nijhawan

Marketing Head
MMTC-PAMP

Jennifer Pandya

Head Of Marketing
Skoda India

Ruta Patel

Head Brand Marketing Raymond
Lifestyle
Raymond Lifestyle

Amruta Pawar

Head Digital Marketing &
Marketing Strategy
Hafele India

Sonam Pradhan

Head - Media & Digital
Marketing (South Asia)
Kellanova

Anu Raj

Chief Marketing Officer
Mahindra Finance

Pranay Rao

Chief Marketing Officer
Sebamed India

Deepti Sampat

VP Marketing and Digital
IndiGo

Pawan Sarda

Chief Growth Officer
The House of Abhinandan Lodha

Priyanka Sethhi

CMO
Haier Appliances India

Varun Sethuraman

MMA India Board Member; Head
of Marketing Communications -
India
Nestle

Rajesh Sethuraman

Head of Marketing
Marks & Spencer Reliance India
Private Limited

Darshana Shah

Brand, CX Leader & Ex CMO

Greishma Singh

Vice President Marketing, India
& South West Asia
The Coca-Cola Company

Supriya Srinivasa

Marketing Director, Feminine
Care
Kenvue India

Sunil Suresh

Group CMO
Air India

Ashish Tiwari

Chief Marketing Officer
Home Credit India

And the Qualifying Jury

The Qualifying Jury plays a critical role in reviewing the first round of work and shaping the shortlist that reaches the Grand Jury room.

[EXPLORE THE FULL QUALIFYING JURY](#)

SMARTIES WINNERS SHOWCASE

4,000+ proven marketing stories. One place to learn from the work.

The Winners Showcase brings together the video stories behind SMARTIES-winning campaigns - ideas, execution and results from work that has already cleared the effectiveness bar.

Dove - Beauty Test Stops With Me

A brand narrative that travelled because it connected cultural relevance with measurable impact.

Knorr - Dare to Slurp

A strong example of category-fit storytelling and sharply packaged business proof.

1.9Bn Logos to 1.9Bn Home-Building Experts

An India idea that translated from local context to global recognition.

Pack one for Pintu

Purpose-led work with a clear action behind the message.

[EXPLORE ALL WINNERS AND CATEGORIES](#)

PART TWO

RESOURCES & INSIGHTS

Jury tips, entry tools, last-minute checks and Jury Observer Toluna insights packaged for sharper submissions.



2026 QUALIFYING JURY TIPS & TRICKS

What makes the cut?

What earns Gold, what weakens a submission, and how to package work before the deadline.

Q1: What do winners have that entrants underestimate?

Proof, not promise. Great execution is table stakes. Winning entries show the business problem, the consumer truth and verified results that ladder back to the objective.

Q2: What quietly kills strong work?

Wrong category, numbers without context and copy-paste narratives across categories. Enter where the idea naturally belongs.

Q3: What should you do before hitting submit?

Read the entry like you have never seen the campaign. If the jury has to connect the dots, the story is not ready.

Q5: What makes the video work?

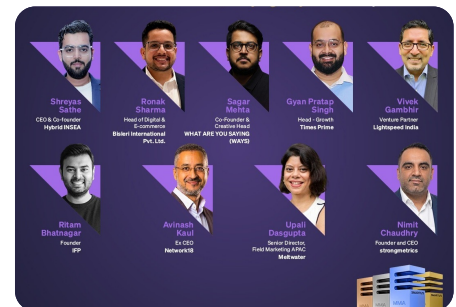
Use the video as the final creative impression: problem, insight, idea, execution, results. No padded runtime, no deck-like data dump.

Q4: Which categories have opportunity?

Partnership, PR & Branded Content; Small Budget, Big Impact; Audience Engagement Using AI; Real Time Marketing and Brand Experience.

Q6: Multiple categories?

Anchor the entry in the campaign's primary objective and strongest proof of impact. One sharply positioned entry beats three weak ones.



READ QUALIFYING JURY INSIGHTS

2026 GRAND JURY TIPS & TRICKS

What Makes the Cut?

What earns Gold, what weakens a submission, and how to package work before the deadline.

Q1

What are the most common mistakes that stop strong work from advancing?

Q2

How much does the craft of the submission influence final evaluation?

Q3

How should entrants prove business impact when objectives and budgets differ?

Q4

What red flags can weaken an otherwise shortlisted entry?

Q5

What is the new benchmark for marketing excellence in 2026?

Q6

How can an entry move from shortlisted to winner?

[READ GRAND JURY INSIGHTS](#)



SUBMISSION GUIDE ESSENTIALS

Before you hit submit

SUBMISSION ESSENTIALS

ELIGIBILITY

Campaigns must have run between January 2025 and June 2026. Only one party - agency or client - should enter the same campaign.

VIDEO SHOWCASE

Keep the case video within 2.5 minutes, with simple English narration or subtitles. Show challenge, strategy, execution and outcome.

CATEGORY SELECTION

Do not chase low competition. Enter where the primary objective and strongest proof fit best.

BUSINESS IMPACT

Use qualitative and quantitative data. State ROI, market effect, consumer response and objective-linked results clearly.

SMARTIES COACH GPT

Your AI Entry Coach

Use it to identify categories, stress-test business impact, structure the entry and pressure-test the draft before submission.

ACCESS SMARTIES COACH

ENTRY FEES (INDIA · 2026)

Status	On-time Jul 9	Extended Jul 21
MMA Member	\$270	\$320
Non-Member	\$300	\$350

Volume discounts: 3+ 5%, 5+ 7.5%, 10+ 10%, 25+ 15%, 50+ 20%.

Submit your entry by July 21, 2026 On-time discount deadline: July 9

ENTER NOW

LAST-MINUTE CHECKLIST

10 things to review before you hit submit

- 1 Right program, channel and category selected
- 2 Objectives tied to measurable KPIs
- 3 Results include benchmarks, not just raw numbers
- 4 Business impact clearly stated, not implied
- 5 Case video is 2.5 minutes or less with English narration/subtitles
- 6 Data and claims are accurate and verifiable
- 7 All required files attached in the correct format
- 8 Entry title and campaign dates are correct
- 9 Confidential data cleared by your client
- 10 SMARTIES Coach used to pressure-test your entry



SUBMIT NOW

SMARTIES 2025 INSIGHTS

What Jury Observer Toluna's jury-read tells entrants

Toluna's insight set points to one clear message: the strongest SMARTIES stories balance sharp narrative with business evidence.

Storytelling + ROI

The sweet spot. Emotional resonance without business impact gets penalized.

Purpose needs action

Purpose cannot stay at the messaging level. The jury looks for what the brand actually did.

AI is hygiene

AI is everywhere. Advantage comes from using it strategically, not just name-checking it.

Repetition gets penalized

Repeat formats without reinvention lose energy fast. Show the evolution, not just the recall.

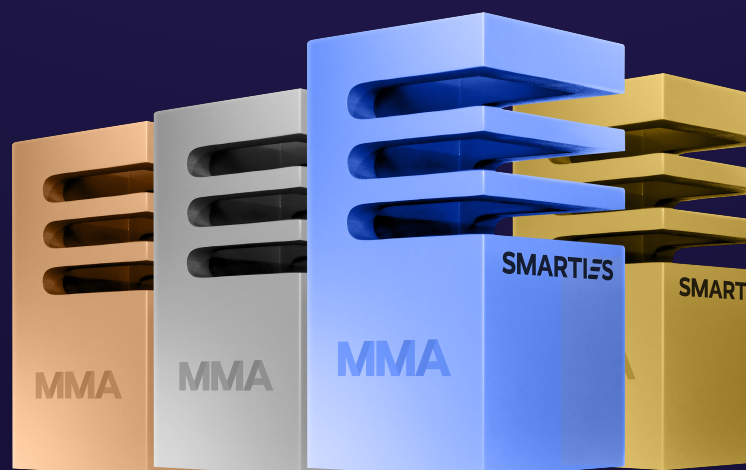
[DOWNLOAD FULL TOLUNA INSIGHTS](#)



PART THREE

INDIA WINS ON THE GLOBAL STAGE

India has consistently punched above its weight at SMARTIES APAC and SMARTIES X Global. Here is where India's campaigns stood on the world stage in 2025.



INDIA ON THE GLOBAL STAGE

Win in India. Rise globally.

India's best campaigns follow this path every year: SMARTIES India → SMARTIES APAC → SMARTIES X Global.

SMARTIES APAC 2025

22 wins · 8 Gold · 12 Silver · 2 Bronze

SMARTIES X Global 2025

10 wins · 4 Silver · 6 Bronze

Regional winners

Chetak EV Hits #1 with Amazon's O2O Strategy Chetak · Amazon Ads	Gx2	1.9Bn Logos to 1.9Bn Home-Building Experts UltraTech · Mindshare India	Gx1
Oral Health Movement Oral Health Movement · Wavemaker India	Gx1 Sx5	Dove - Beauty Test Stops With Me Dove · Mindshare India	Sx1 Bx1
Creating Memories Never Clicked Cadbury Celebrations · Wavemaker India	Gx1 Sx2	Matching lip shades : Maybelline's tech solution Maybelline New York · Amazon Ads	Sx1
Oreo - History In The Baking Cadbury Oreo · Wavemaker India	Gx1 Sx1	JioCinema x CTV: A Winning Combination JioCinema · Wavemaker India	Sx1
Samarth by Hyundai Hyundai Motor India Ltd. · Havas Play	Gx1	#PlayWithEmAll-World's 1st Ever Collectible Cookie Cadbury Oreo · Wavemaker India	Sx1
Knorr - Dare to Slurp Knorr · Mindshare India	Gx1	How Housewives became the unexpected champions of Rin · Wheel & Surf · Mindshare India	Bx1

Global winners

Dove - Beauty Test Stops With Me Dove · Mindshare India	Sx2 Bx1
Knorr - Dare to Slurp Knorr · Mindshare	Sx1 Bx1
1.9Bn Logos to 1.9Bn Home-Building Experts UltraTech · Mindshare India	Sx1
Pack one for Pintu Robin Hood Army · Schbang	Bx2
Matching lip shades : Maybelline's tech solution Maybelline New York · Amazon Ads	Bx1
Colgate VW Purple: Success Through Live Commerce Visible White · Amazon Ads	Bx1

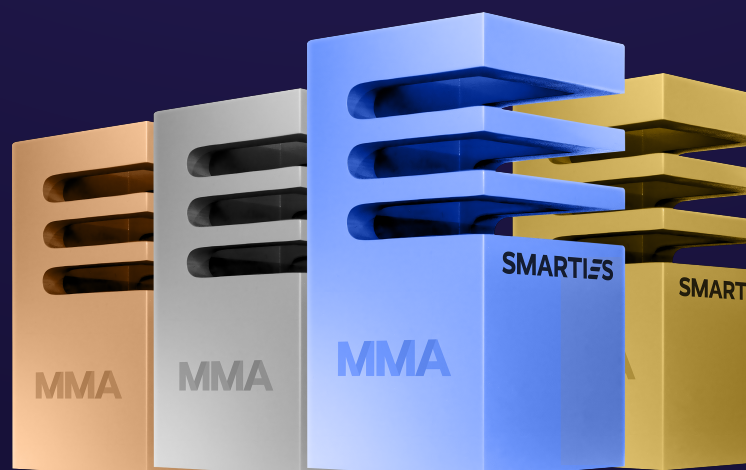
G Gold **S** Silver **B** Bronze

ENTER SMARTIES INDIA

PART FOUR

ABOUT MMA

MMA India: councils, global think tanks, board
and contacts.



MMA INDIA

About MMA India

MMA is the global, nonprofit alliance of Chief Marketing Officers and senior marketing leaders working to advance marketers' ability to create value.

Led by CMOs and supported by the full marketing ecosystem, MMA builds evidence-based models, frameworks and tools validated through multi-year, multi-million-dollar Think Tanks and Labs.

MMA India Key Contacts

For Smarties: smartiesindia@mmaglobal.com

For Membership: mmaindia@mmaglobal.com

MMA India Board

The India Board brings senior marketers together to shape priorities, industry conversations and market impact.

[EXPLORE FULL BOARD](#)

India Councils

Local councils help members participate in peer-led efforts to shape modern marketing practices in India.

[Martech, Data & CX Council](#)

[AI Council](#)

[E-commerce Council](#)

[VIEW INDIA COUNCILS](#)

Global Think Tanks

MATT

Measurement +
Attribution

MOSTT

Marketing Org
Strategy

DATT

Data + CX

ALTT

AI Leadership

[EXPLORE MMA'S THINK TANKS](#)

825+

CORPORATE MEMBERS

16

GLOBAL MARKETS

62+

CONFERENCES/YEAR

PATH TO GOLD

Your campaign has a story worth telling.
Your results deserve recognition. Your
team has earned this moment. The only
question is - will you enter?

ENTER BY JULY 21, 2026

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Mumbai

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