

ABFSG hosts yet another edition of Eureka Awards 2015

ABFSG hosted its 3rd Eureka Awards to appreciate and honour the contributions of its agency partners and its people... Among the top winners was Taproot India

Aditya Birla Financial Services Group (ABFSG), the umbrella brand for all the financial services businesses of The Aditya Birla Group, hosted its 3rd Eureka Awards in Mumbai and invited all its agency partners to recognize and award them for their efforts and unique creativity.

ABFSG is a significant non bank player, with presence across 10 lines of business, which collectively connects with over 6.5 million customers and manages assets worth over Rs 1,64,995 crores. It has a presence in more than 500 cities nationwide through 1750 branches and over 2 lakh channel partners.

ABFSG instituted the Eureka Awards 3 years ago. The award is to acknowledge and salute the true heroes – their agencies and their people. But what differentiates this award is that

- All ABFSG agency partners across specialized disciplines participate and compete against each other
- The work done by these agencies across the lines of ABFSG businesses is judged by senior managers of the same agencies

The agencies that participated were Mindshare, Grey Digital, Indigo Consulting, Elkona, RAPP, Hansa Cequity, Ketchum Sampark, DDB Mudramax, Dialogue Factory, Taproot, 9 Point Design, Pi Communications and Resultrix.

There were 70 entries comprising the campaigns and work done by the above mentioned agencies.

The judges included were Mindshare's Anita Kotwani, Indigo Consulting's Sunil Kher, Pi Communications' Sumantra Sengupta, Ketchum Sampark's Rajan S, Hansa Cequity's S Swaminathan, RAPP India's Venkat Mallikarjunan and Resultrix's Shibu Shivanandan.

On this exceptional day, Mr Ajay Kakar, Chief Marketing Officer, Aditya Birla Financial Services Group, commented, *"We at ABFSG wish to acknowledge the true heroes, our agency partners, who bring pride, fame and glory to our brands and our businesses. The fact is that no marketer can do achieve his vision and mission without the aid of partners and across our group we see these partners as strategic partners. Throughout the year it is about work, deadlines, execution. We just thought of marking one day which has no agenda, when we can appreciate, thank and celebrate with our partners."*

The winners of the Eureka Award for this year

- Buzz Eureka - Ideas that create buzz in order to be in the consumer's mindspace and help to break clutter in this undifferentiated market place

- Winning Agency - Taproot India
- Effectiveness Eureka - Creatives that can demonstrate great results and deliver on brand & business objectives
 - Winning agencies
 - Pi Communications
 - Resultrix
 - Taproot India
- Media / Medium Innovation Eureka – Most innovative use of media/medium that brings great ideas alive
 - Winning agency - Mindshare
- Out of the Box Eureka – Ideas that are out of box and create buzz in the non differentiated and cluttered financial services space. Those that may have failed to see the light of day due to business constraints but had the potential of being a game changer
 - Winning agency - Pi Communications
- People Eureka - People across agencies who have gone the extra mile to win for the teams. Those that demonstrated both passion and results & got recognition for ABFSG
 - Jesal Parikh - DDB Mudra Max
 - Abhijeet Labhe - Eikona
 - Bijal Shah - Grey Digital
 - Vikas Shah - Hansa Cequity
 - Pooja Vora - Ketchum Sampark
 - Shetanshu Dikshit - Mindshare
 - Nixan Crasto - Resultrix
 - Juhi Jain - Resultrix
 - Raghava Rao - Pi Communications
 - Pallavi Chakravarti - Taproot India
 - Mansi Rastogi - 9 Point Design

Last but not the least, Agency Eureka, which is titled the 'Queen B', was given to an agency with the maximum metals at Eureka. The award went to Taproot India.

[About Aditya Birla Financial Services Group](#)

Aditya Birla Financial Services Group (ABFSG) ranks among the top 5 fund managers in India (excluding LIC) with an AUM of USD 20.4 billion. Having a strong presence across the life insurance, asset management, NBFC, private equity, retail broking, distribution & wealth management, online money management, general insurance broking and health insurance businesses, ABFSG is committed to serve the end-to-end financial services needs of its retail and corporate customers. The seven companies representing ABFSG are: Birla Sun Life Insurance Company Ltd., Birla Sun Life Asset Management Company Ltd., Aditya Birla Finance Ltd., Aditya Birla Capital Advisors Pvt. Ltd., Aditya Birla Money Ltd., Aditya Birla Money Mart Ltd. and Aditya Birla Insurance Brokers Ltd. In Q3 FY 2014-15, ABFSG reported consolidated revenue from these businesses close to Rs. 7000 Crore and earnings before tax of approxRs. 700 Crore. Anchored by about 12,000 employees and trusted

by over 6.5 million customers, ABFSG has a nationwide reach through 1,500 points of presence and about 200,000 agents / channel partners.

[About Aditya Birla Nuvo Limited](#)

Aditya Birla Nuvo is a ~USD 4 billion conglomerate operating in the services and the manufacturing sectors, where it commands a leadership position. Its service sector businesses include Financial Services (Life Insurance, Asset Management, NBFC, Private Equity, Broking, Wealth Management and general insurance advisory), Fashion & Lifestyle (Branded apparels & Textiles) and Telecom. Its manufacturing businesses comprise of the Agri, Rayon and Insulators businesses. Aditya Birla Nuvo is part of the Aditya Birla Group, a USD 40 billion Indian multinational. The Group operates in 36 countries across the globe, is anchored by an extraordinary force of about 120,000 employees belonging to 42 nationalities and derives more than 50% of its revenue from its overseas operations.

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