

Application form
India Bus Awards 2016
Excellence in marketing initiative

Eligibility criteria:

1. All companies / individuals in the field of road transportation, Bus Manufacturers, Bus Body Builders can participate in this Award
2. Entities should be transporters of people/mfrs of buses, bus body builders for Bus categories
3. Only companies / organizations from the above mentioned entities can participate for the Awards
4. If the entity has multiple offices, the entry should be entered only from head office
5. The innovation should have been implemented between April 1, 2015 and March 31, 2016.
6. The company must have at least 3 years of operations in India as on March 31, 2016
7. Participation in India Bus Awards 2016 is subject to defined terms and conditions available on the website www.indiabusawards.com

Instructions for filling the form

1. Please complete the form in **permanent ink** (pencil applications would not be considered) if the form is being downloaded and filled. Ignore this instruction if filled online.
2. Forms to be filled in English
3. Participant can send multiple application forms for same category or separate categories provided it is for a different initiative / innovation. If multiple entry forms are received for same initiative then only one form will be considered and others will be disqualified.
4. All questions are mandatory and must be answered. Incomplete forms may not be considered.
5. Once complete, the application form must be stamped with organisation stamp and signed by authorized signatory from the participant organization
6. Please provide up to 5 supporting documents wherever possible, to support your entry details
7. The form must reach the following address latest by 31st May, 2016
Address: AbhiBus Services India Pvt. Ltd.
 Floor 1, GNR's RV INSIGNIA,
 Silicon Valley Layout, Image Garden Road, Madhapur,
 Hyderabad, India - 500081
 Please maintain one copy of the filled form with you for your records
8. Please maintain one copy of the filled form with you for your records
9. In case of any queries relating to the Application form or participation in the awards please contact at asishkumar.p@abhibus.com

Section 1: Participant information

Name of entity / company		
Address of registered Head Office in India	City:	Pincode:
	Website:	
Contact person	Name:	Mobile:
	Off:	
	Email id	
Date of incorporation (MM/DD/YYYY)		
Type of transporter	<input type="checkbox"/> Private	<input type="checkbox"/> State Public
Number of vehicles	<input type="checkbox"/> < 50	<input type="checkbox"/> 50 - 100
	<input type="checkbox"/> 101 - 200	<input type="checkbox"/> > 201

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Revenue per year (INR)	<input type="checkbox"/> < Rs. 1 crores <input type="checkbox"/> > Rs. 5 to 10 crores	<input type="checkbox"/> Rs. 1 to 5 crores <input type="checkbox"/> Not applicable (for captive units)
Customers (per month)	<input type="checkbox"/> < 10,000 <input type="checkbox"/> > 25,001	<input type="checkbox"/> 10,001 – 25,000 <input type="checkbox"/> Captive unit
Number of employees on payroll as on December 31, 2015:	<input type="checkbox"/> Less than 100 <input type="checkbox"/> Greater than 250	<input type="checkbox"/> Between 100-250
Number of employees on contract as on December 31, 2015:	<input type="checkbox"/> Less than 100 <input type="checkbox"/> Greater than 250	<input type="checkbox"/> Between 100-250 <input type="checkbox"/> None
Number of years of operation:	<input type="checkbox"/> Less than 3 years <input type="checkbox"/> Greater than 5 years	<input type="checkbox"/> Between 3-5 years

Section 2: Innovation/Initiative/Product/Service

Details about marketing and promotions

1. Provide the following details regarding marketing and promotion activities conducted by your organisation
a) Objective of the campaign (max 50 words)
b) Key idea of the campaign (max 50 words)
c) i. Date of launch for campaign (DD/MM/YYYY format) ii. Duration of campaign
d) Media platform used (OOH, Print, Television, Radio, Digital, any other) (max 100 words)

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e) Media plan of the campaign (max 100 words)
f) Details of actual execution (max 100 words)
g) Costs (Budgeted vs actual spends) (max 50 words)

2. Describe the 3 unique aspect of your campaign implemented
1.
2.
3.

Section 3: Impact

1. Describe the benefits of conducting the marketing and promotion campaign <i>Enter information against parameters which are applicable. All parameters may not be applicable for your initiative. Impact should be measurable and generic statements should be avoided. (max 75 words each parameter)</i>	
Change in percentage / absolute numbers YoY / MoM must be mentioned	
Parameter	Measurable impact

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<p>1. Describe the benefits of conducting the marketing and promotion campaign <i>Enter information against parameters which are applicable. All parameters may not be applicable for your initiative. Impact should be measurable and generic statements should be avoided. (max 75 words each parameter)</i></p> <p>Change in percentage / absolute numbers YoY / MoM must be mentioned</p>	
Parameter	Measurable impact
Brand visibility - Increase in brand recall - Increase in product and services awareness - Improvement in customer perception	
Business - Increase in customer traffic during the campaign - Increase in queries / bookings - Increase in turnover	
Marketing & promotion effectiveness - Measurable metrics which can demonstrate that above mentioned impact were due to the campaign (eg. Customers listing print advertisements as source of query, or any campaign / promo ID used for booking etc.)	
Others (please specify)	

<p>3. Describe the impact of the innovation / initiative/ product / service on the following parameters (max 75 words per parameter)</p>		
Parameter	Pre-launch (up to 1 year prior to launch of the initiative)	Post-launch (up to 1 year after launch of the initiative)
Customer base number		

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Ticket sales		
Fleets size/routes taken etc		
Others (Please specify)		
Others (Please specify)		

Section 4: Sustainability

1. Please describe the key developments from your end to ensure the sustainability of the results achieved due to the marketing initiative (max 200 words)

Details of any other awards or certification(s) obtained by the organization (Please provide supporting documents)

Any other information about the company you wish to tell the jury:

DECLARATION

I/We agree, on behalf of my Organization, to abide by the rules of the 'India Bus Awards 2016' and accept that the decisions of the Jury are final. I confirm that my organization is eligible to take part in this competition and that all information in this application and accompanying documents are correct to the best of my knowledge.

Signature of person submitting the form: *

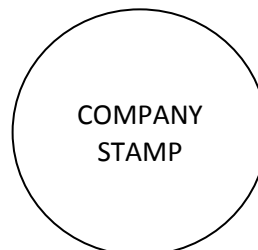
Name:

Designation:

Date:

Organization's seal/stamp

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** The Application Form needs to be signed by the authorized signatory from the participant organization (MD, CEO, COO, Chairman or Proprietor)*