



PRSI

National Awards 2011

Announcement of Results

PRSI Awards are acclaimed as one of the most premier and prestigious recognitions of outstanding work and contributions in the field of Public Relations and Communications. The Award programme will be an integral part of the 33rd National PR Conference that will be held in the 'ORANGE CITY' of Nagpur in Maharashtra from 23-25 December 2011.

As in the past years, the PRSI National Awards attracted significant numbers of high quality entries on pan India basis from Corporates, Advertising Agencies, PR Consultancies, Academic Institutions, NGOs, and Event Management firms.

[Results of the Free Press Journal - PRSI National Awards 2011](#)

1. House Journal

FIRST PRIZE: *VOICE*, Coromandel International Ltd.
SECOND PRIZE: *ITC News*, ITC Ltd.
THIRD PRIZE: *Innervive*, Sobha Developers Ltd.

2. Newsletter

FIRST PRIZE: Infinity Infotech Parks Ltd. (April, 2011 Issue)
SECOND PRIZE: *NTPC News*, NTPC Ltd, New Delhi
THIRD PRIZE: *News Views*, IndianOil Eastern Region

3. Corporate Brochure

FIRST PRIZE: Infinity Infotech Parks Ltd - *IT Lagoon*
SECOND PRIZE: IndianOil-CO- *Fuelling Growth, Fuelling Life*
THIRD PRIZE: IFFCO
THIRD PRIZE: Delhi Metro Rail Corporation

4. Corporate Website

FIRST PRIZE: ITC Ltd.
SECOND PRIZE: Delhi Metro Rail Corporation
THIRD PRIZE: Sobha Developers Ltd.

5. Special / Prestige Publication

FIRST PRIZE: IndianOil- R&D Centre-*Inspiring Innovation*
SECOND PRIZE: Coromandel International - *Evergreen Stories*
THIRD PRIZE: IndianOil- R&D - *Breath of Fresh Air*

6. Crisis Communication

FIRST PRIZE: NTPC Ltd., New Delhi

7. Event Management

FIRST PRIZE: Samvad PR
SECOND PRIZE: MMTC Ltd. - *Festival of Gold, Oct 2011*
SECOND PRIZE: IndianOil –Haldia Refinery—*OHCU Dedication to the Nation*
THIRD PRIZE: Bharat Electronics Ltd.

8. Public Relations in Action

FIRST PRIZE: Ogilvy PR Worldwide- Launch of Victoza
SECOND PRIZE: ITC Ltd- Media Monitor
THIRD PRIZE: Sobha Developers Ltd.

9. Corporate Film

FIRST PRIZE: Coromandel International - *Precisely*
SECOND PRIZE: Infinity Infotech Parks Ltd - *Akshay Patra*
THIRD PRIZE: Delhi Metro Rail Corporation

10. Annual Report

FIRST PRIZE: OTS Advertising
SECOND PRIZE: ITC Ltd.
THIRD PRIZE: Indian Oil Corporation Ltd. – Corporate Office

11. Corporate Social Responsibility

FIRST PRIZE: Sobha Developers – *Bringing light to life*
SECOND PRIZE: Infinity Infotech Parks Ltd -*Akshay Patra Foundation*
THIRD PRIZE: IndianOil-CO- *Sustainability Report 2010-11*

12. e-Newsletter

FIRST PRIZE: IndianOil -CO- *Xpress News*
SECOND PRIZE: ITC *Express News*
THIRD PRIZE: NTPC – CO -*e-Varta*

13. Social Media for PR and Branding

FIRST PRIZE: MyGrahak.com

14. Environmental Campaign

FIRST PRIZE: OTS Advertising –*'Sujana'*
SECOND PRIZE: ITC – *'First on Earth'*- ITC Hotels LEED Platinum Award Campaign
THIRD PRIZE: IndianOil – Digboi Refinery - *Black to Green*