

IMC DIGITAL TECHNOLOGY AWARDS 2021

Guidelines and Instructions
Link : www.imc-itawards.in



THE PURPOSE OF THESE AWARDS ARE TO RECOGNISE
AND REWARD SUPERIOR IT AND DIGITAL
ACCOMPLISHMENTS ACROSS A VARIED SPECTRUM.

IT REWARDS ALL - **THE IT SERVICE COMPANIES, THE
END-USER COMPANIES AND THE GOVERNMENT
DEPARTMENTS** – FOR TECHNOLOGICAL SOLUTIONS,
APPLICATIONS AND IMPROVEMENTS THAT HAVE
TRANSFORMED BUSINESSES.

www.imc-itawards.in

PURPOSE



THE APPLICANTS CAN APPLY IN ANY OF THE FOLLOWING CATEGORIES

The awards are divided into **three** categories of companies. Please select the relevant category while applying

Category - 1: Smart Tech companies

- These are companies which use new-age digital business models or digital technologies in their operations and such use contributes to more than 75% of their annual revenues. This is further sub-divided based on turnover as well as the traditional IT companies (bifurcation in next slide)

Category - 2: Organisations embracing Digital Transformation in their businesses

- These are companies which have brought about digital transformation in their regular businesses. This category is further sub-divided into various industry sectors

Category - 3: Govt Departments and PSU companies having Digital Roadmap / Transformation

- Govt department undertakings' digital transformation and services across Central, State and District level
- Includes PSU undertakings having digital blueprint and projects



CATEGORY 1 IS DIVIDED IN 4 SECTION

Category 1A	Category 1B	Category 1C	Category 1D
Nascent “Born Digital” Startups	Mid-level solution / product oriented Digital companies	Pure Play Digital / online companies	Established IT and Technology Service companies
You are a new startup Co with a new / disruptive idea and have set up a digital business after 1-Jan-19 and with annual (2021) revenues between Rs 1 – 10 crore*	You are company using smart digital tech in your product or services Annual (2021) revenues between Rs 10-100 crore*	Companies having 2021 revenues more than 100 crore* primarily from new digital / online /virtual business models, disrupting legacy businesses	Mid Large scale technology solution companies providing products / services that help transform other businesses digitally across sectors

* More than 75% of the turnover should be from digital / online technologies



RULES FOR 2020 AWARDS

- Award will be given on the basis of best implementation of a project or practice using digital / IT tools and processes
- Wherever applicable, the awards will be given in two sub-categories : large scale and small scale companies. The cut-off limit for this is Rs 500 crore net revenue in the last reported fiscal year (Mar-2019 or calendar 2020)
- To be uploaded on www.imc-itawards.in or sent to imc-itawards@imcnet.org
- Jury decision will be final and binding
- In case of queries please reach out to :
 - **Ms Selby Nambisan**, Director – IT & Events, at +91 22 71226659 or email at selby@imcnet.org
 - **Mr. Narendra Kadam**, Deputy Director – IT at 9833352219 or email at narendra@imcnet.org



APPLICATION PROCESS

There are three parts to the application procedure :

Part – A : Consists of the **details of the applicant company**, the contact points, and declaration regarding the project done

Part – B : Consists of the **detailed questionnaire** to be filled based on the category of award applied for

Part – C : **A video file of LESS THAN 3 minutes** showcasing / explaining the project should be attached along with the application.



ALL THE BEST

www.imc-itawards.in

