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## India's 2013 Effie Awards

Over 12,000 people crowded the seaside lawns of the Taj Lands End Hotel in Mumbai this past Friday to celebrate India's Effie winners of 2013.

Ogilvy & Mather India and Hindustan Unilever Limited (HUL) were awarded the Grand Effie for their Lifebuoy "Branded Roti" case. See a video about the Grand winning case [here](#).

The other top winning client/agency teams include: Lifebuoy/Lowe Lintas and Partners, Cadbury Bournvita/Ogilvy & Mather India, Coca-Cola/McCann Worldgroup, Idea/Lowe Lintas and Partners, Tanishq/Lowe Lintas and Partners, Sensodyne/Grey Worldwide India Pvt. Ltd., Vodafone/Ogilvy & Mather India, and Kissan/Lowe Lintas and Partners.

For more information on Effie India and a full list of the 2013 winners, please visit [The Advertising Club website](#).

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About Effie Worldwide

Championing the practice and practitioners of marketing effectiveness, Effie Worldwide spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant and first-class insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the Euro Effie, the Middle East/North Africa Effie, the Asia Pacific Effie and more than 40 national Effie programs. For more details, visit [www.effie.org](http://www.effie.org). Follow [@effieawards](https://twitter.com/effieawards) on Twitter for updates on Effie information, programs and news.