

FAQs

Hot 50- Application Form

Submission Guidelines

Please complete the application form to submit your entry. The Hot 50 will be selected based on the aggregation of public votes, followed by an evaluation by the jury. The forms will be judged on the following criteria:

- Industry leadership - growth of the brand and/or company indicated by increase in mindshare, awareness, market share or wallet share
- Increase in positive sentiment through enhanced customer experience, engagement or increased value
- Innovative use of technology to enhance customer value, increase efficiency or improve the product or service
- Public Popularity - Votes garnered via our social channels
- Jury's assessment of the application

1. **What is Hot Brands 2019?**

The Hot Brands recognizes outstanding brands across Bengaluru, Mumbai and Delhi NCR. India has a rich trove of powerful brands and a city-wise evaluation of brands with local or global headquarters helps delve deeper into the brands that excel at each location.

2. **Who can apply? What is the criterion that decides eligibility?**

Both Agencies and Brand Owners can apply on behalf of the brands they have been building. Progressive marketers and brands are eligible for application. [Link to apply](#)

3. **Can I make multiple applications? What are the categories considered?**

Yes.

Brand that fall under the following categories will be considered

- Large enterprise brand (>Rs 500 crore revenue)
- Medium enterprise brand (<Rs 500 crore revenue)
- Young organization (founded after January 1, 2014)
- Innovative use of technology (use of technology to enhance customer value, increase efficiency or improve the product or service)
- Customer Experience Champion (brands who are writing new rules as being part of fast growing Indian organizations.

4. **Is there a separate fee for applying to multiple categories?**

You will need to pay double the processing fee if you would like to apply to more than one category.

5. How can one vote for the brands?

The voting process is carried out online. Vote for the brands you think are hot and share the link with friends and colleagues to increase their chances of winning:

- [Voting for Bengaluru](#)
- [Voting for Mumbai](#)
- [Voting for Delhi](#)

6. What is the deadline for Applications?

The deadlines for applications are:

- Bengaluru- 28th January 2019 Extended till 31st January 2019
- Mumbai- 7thFebruary 2019
- Delhi NCR- 14th February 2019

7. What is the process followed for deciding the Hot Brands?

The process is a combination of popular voting and an evaluation of the nominated brands by an esteemed jury. Some brands qualify for seeded entry based on popular recommendation. The jury then allocates points to each parameter and that the brands with the highest score are selected to be part of the Hot50.

8. Who are the jury members?

Get to know the jury members here:

- [Bengaluru](#)
- [Mumbai](#)
- [Delhi](#)

9. Is there a fee involved?

A processing fee of Rs.7,500 will be involved. Do get in touch with us for bulk nominations or to see you qualify for a waiver. Write to vishak.kashyap@paulwriter.com or chandrachood@paulwriter.com.

10. Can an agency apply on behalf of their clients?

Yes. An agency can apply on behalf of their clients.

11. How can we make payment?

You can either make the payment:

- Online at <https://www.instamojo.com/@paulwriter/> or
- Through a bank transfer

12. What are the bank details for the transfer?

Account Title: Paul Writer Strategic Services Pvt Ltd

Bank Name: ICICI Bank

Branch Address: ICICI Bank Towers, Ground Floor, Bangalore 560025

Account No: 000205023383

IFSC Code: ICIC0000002

MICR Code: 560229002TS

SWIFT Code: ICICINBBC

13. Can I make an online payment?

Yes, you can pay online using the link: <https://www.instamojo.com/@paulwriter/>

14. Will I get an invoice for the payment?

Yes, an invoice will be shared with you within 72 hours of the receipt of the payment.