

## **BIGADDA conferred with CMO Council Brand Leadership Award**

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Mumbai, Maharashtra, November 24, 2009 /[India PRwire](#)/ -- BIGADDA, the youth networking site from the Reliance ADA Group has been honored with the prestigious CMO Council Brand Leadership Award. This is the first time that these awards were held in India, under the banner of the CMO Council USA to recognize excellence in marketing and branding.

The Chief Marketing Officer (CMO) Council, founded in 2001, is dedicated to high-level knowledge exchange, thought leadership and personal relationship building among senior corporate marketing leaders and brand decision-makers across a wide-range of global industries. The CMO Council's 5,000 members control more than \$125 billion in aggregated annual marketing expenditures and run complex, distributed marketing and sales operations worldwide.

**Mandar Natekar, Head of Revenue & Marketing, BIGADDA** who was present at the occasion said, *'it is a privilege to receive this award. At BIGADDA, we have always attempted to create innovative holistic solutions for brands. This award recognizes our efforts at creating experiential and contextual advertising solutions which has resulted in advertisers using social networking as an effective medium for brand building.'*

Some of the other Brands present at the occasion were: ICICI Lombard General Insurance, Canon India, BlueDart Express, Hero Honda, Hindustan Petroleum, Godfrey Philips, Tata Tea, The Mobilestore Max New York Life Insurance, Aircel, ICICI Prudential Life Insurance, Roamware Inc, Bharti AXA, Maruti Suzuki etc.

### **Notes to Editor**

#### **About BIGADDA:**

BIGADDA, part of the Reliance ADA group, is the largest and the fastest growing web and mobile Indian social networking site. BIGADDA.com enables networking based on Individuals (Friends and Friends of Friends) and Interests (self-expression by Create - Upload - Share of Videos, Photos, and Music. Some of the features of this Youth destination include Blogs and Scribbles, which help the users express, comment and connect, ADDAs (communities) and Forums - all of these catering to one of the most important needs of the youth today - 'Identity Creation' and 'Self Expression' What sets BIGADDA apart from other networking sites is that it has community and social media drivers which are relevant and important to the Indian Youth. The rationale being that the target audience looks upto these as inspirations and influencers. BIGADDA spans the genres of communities (Addas) like sports, fashion, photography, books, art, apart from just music and movies. It does not focus only on one genre, thereby making it a site catering all tastes and interests across categories. As per the brand promise "LET'S CATCH UP", BIGADDA brings in the Indian youth across all genres, seamlessly through the ethos of Indian values and the pride of being Indian.

#### **For more information, please contact:**

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