

## **Allen Solly wins award at Indian Digital Media Awards (IDMA)**

17 June 2011

*Allen Solly Website won silver from the esteemed jury of IDMA*

**Bengaluru:** Allen Solly has won a prestigious award in the Best Website category from the esteemed jury of Indian Digital Media Awards (IDMA). BC Web Wise Pvt Ltd, the makers of the Allen Solly website have won Silver for Allen Solly in the Best Website – Product category. The awards are given on the basis of creativity, innovation and effectiveness across the ever-growing digital media industry in India by members of the jury.

The Indian Digital Media Awards (also referred to as IDMA) is India's apex and first award recognising great work in the internet and mobile space in India. The awards are organised by the Exchange4media group, a leading web and print publications company based in Mumbai and Delhi. They recognise the work being done in the ever-growing advertising and marketing communications activity in the digital media space, specifically internet, mobile, gaming, social media and the blogosphere.

Speaking on the occasion Mr. Sooraj Bhatt, Brand Head, Allen Solly said, “We are continually exploring new ways in which we can provide world-class content to our customers through social media, and new content and distribution platforms have been a huge focus of our efforts. The talented team we have put in place across platforms is the driving force behind this award, and everyone in the team is proud to have been recognised by IDMA.” He is of the opinion that with more than 30 million Indians on Facebook, internet penetration is fast growing to be a medium to reckon with, where branding and marketing is concerned.

The award has 19 categories, the leading among them: Best Website, Best Portal of the Year, Best Blog, Best Mobile Application, Best Rich Media Display Banner, Best Digital Agency etc. The jury members are from the cross-section of the industry – FMCG, automobile, consumer electronics, airline, agencies, and the IT sector. Some of the well-known names in the jury included Anand Singh, Director Strategic Planning, Coca-Cola India, Ravikant Sabnavis, Vice President – Marketing, Kingfisher Airlines Ltd, Arun Tadanki, CEO, Yahoo! India, Bobby Pawar, CCO, Mudra Group and many more.

### **About Allen Solly:**

Allen Solly created ripples in the Indian market by releasing new rules in corporate dress code. It trashed whites and greys thereby making the corporate world a colourful and vibrant place. Originating from the large portfolio of international brands of Coats Viyella – UK, Allen Solly truly has been the brand that transformed the way people dressed by bringing in its concept of relaxed formal wear to India – bold and bright colours, concepts and patterns.

**Allen Solly Website:** <http://www.allensolly.com>

### **Allen Solly stores are located at:**

**Bengaluru**- Church Street, 55, 55/1, Tel No: 080 41121830/1, **Jayanagar** - no 346/17, 10th 'A' Main, 27th Cross, 3rd block. Tel No: 080 41739920 / 41400150, **Comm Street** - Old# 8,

New # 166, 080 41238085, **Garuda Mall** - No-CTS, 15, 17, 18 & 27, (117) Tel No: 080 41531023 **Mumbai** - Unit G-14, Ground floor, Inorbit Mall, Link Road, Malad (W), ph - 022 67049564, Vista Enterprises, 12-A Mahavir Centre, Turbhe Road, Section-17, Vashi - 022 27893485, Shop No F13/A, oberoi Malls Pvt Ltd, International business park, Oberoi garden city, Off W E Highway, Goregaon - ph - 022 28409009, **Delhi** - F-13, Inner Circle, CP - 011 43583755/6, Sivam Sales Pvt.Ltd., E-16 Connaught Place, PH - 011 23415682, Shop # 8 & 9 West Gate Mall, upper Ground Floor, District Center, Shivaji Palace, Raja Garden- 011 45508035, Shop # M-65, Greater Kailash - 1- 011 46556820/30 Shop # 5, GF, Select Saket mall, Plot # a43, District center, Saket - 011 40575041/2 **Chennai** - Shop # 99, ground floor, phase - 2, spencers plaza, annansalai - 044 28491183, Shop# 5, Ground flr, # 10 & 11, Dr. Radhakrishna Salai, Mylapore - 044-28477772, Chaitanya, Shop no A, # 12, Khader Nawaz Khan road, Nungambakkam - 044 43084840/1 **Hyderabad** - Shop No F1, Amit Plaza, Somajiguda - 040 66621040 GF, Road No 2, Banjara Hills, 040 23554810 **Ahmedabad** - Shop#1, Rain Drops, opp to Iskon Arcade, C G Road, Ph - 079-32948810 Iscon Mega Mall, Shop # 223 & 224, S G Road - ph -079 40026770 **Kolkatta** - City Centre, DC Block, Salt Lake Sector 1 - 033-23582096, Shop # S238, 2nd flr, South City Mall, Municipal #375, Prime Anwar Shah Road - 033 40072223, M/s Marda Collections, 37 Shakespear Sarani - 033-22815488/9 **Lucknow** -Shop # 123 , Sahara Gunj, Shahanjaf road, Hazart Gunj - 0522-4003451, **Gurgaon** - No 42 & 43 GF, Ambience Island, NH - 8 - 0124 4665437/8, No 105, 1st floor, Ambience Island, NH - 8, Gurgaon -0124 4665415/6, **Noida** - F-16, Sector -18 - 0120 4228063/5, Shop # 27, G. Floor, The Great India Place Mall, Sector-38 - 0120 2450040, Cosmic Fashions, C-24, Sector 18 - 0120 43157440, **Chandigarh** - Shop # 11, next to snow white dry cleaning, Sector - 17, "E" Market - 0172 5035457, SCO 51, Sector 17-E -0172 5067175 **Calicut** - The Focus Mall, Shop # 217, Navor Road - 0495 4021404, **Coimbatore** - VVCR Murugesu Mudaliar & Sons, 382 B Jaimahal Manian Corner, D.B.Road, R.S.Puram - 0422-4367312, **Thane** - Jai Enterprises, 2/3 R.M.Pride, Ram Maruthi Road - 022-25381601, **Vizag** - Zen Apparels, 30-15-158 City Plaza, Daba Garden - 0891-2575889, **Pune** - Sambhaji Mansion, Ground Floor, 1260-A Jungli Maharaj Road - 020 25511943/4, Kakade Mall, # 105, First Floor, #231, Moledina Road, Camp - 020 26332535/6, **Bhubaneshwar** - Land Mark, 52/53 Janpath, Ashok Nagar - 0674-2533215, **Thane** -Jai Enterprises, 2/3 R.M.Pride, Ram Maruthi Road - 022-25381601, **Vizag** - Zen Apparels, 30-15-158 City Plaza, Daba Garden - 0891-2575889, **Ghaziabad** - 20, Shipra Mall, Plot - 9, Vaibhavkhand, Indirapuram - 0120 4139645, **Secuderabad** - Krishna's, 95 Park Lane - 040-27720322, **Chandigarh** -SCO 51, Sector 17-E - 0172 5067175