



Friday, 4th Dec 2026 | Holiday Inn, Aerocity, New Delhi, India

INDIA'S MOST PRESTIGIOUS #BRC AGRI AWARDS

Recognising
Excellence

Celebrating
Innovation

Inspiring
the Future

Important Dates

Last Date for application	: Nov 10, 2026
Screening & Jury Round	: Nov 20, 2026
Winner Announcement	: Nov 25, 2026
Awards Distribution	: Dec 04, 2026

1,200+

Delegates
Convened

380+

Companies
Represented

100+

Marquee
Speakers

50+

Awards
Presented

30+

Category
Sponsors

18+

Curated
Sessions

12+

Networking
Hours

500+

Media
Coverage



Honouring the leaders, brands, institutions and professionals transforming agriculture through innovation, communication and technology.



LET'S TALK

www.snailintegral.com

Agri EdTech Partner



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www.brandrcomm.com

About BRAND R.Comm Awards 2026

Recognising Excellence That Creates Impact

The agriculture industry is transforming faster than ever before. From Seeds, Crop Protection, Biologicals, Plant Nutrition and AgriTech to Artificial Intelligence, Digital Farming, Rural Marketing and Corporate Communication, every innovation deserves recognition.

The **4th BRAND R.Comm Awards 2026** celebrates organisations and professionals who are redefining agriculture through impactful communication, responsible branding, innovation and leadership.

More than an award ceremony, **BRAND R.Comm** is India's premier platform that brings together industry leaders, scientists, policymakers, academia, media, communication professionals and innovators to recognise excellence that creates measurable impact across the agriculture ecosystem.

The awards recognise achievements across corporate leadership, communication excellence, AI innovation, sustainability, rural outreach, branding, marketing, public relations and next-generation agriculture technologies.

Why Participate?

 National Recognition	 Independent Jury Evaluation	 Benchmark Your Excellence	 Enhance Brand Reputation
 Network with Industry Leaders	 Showcase Innovation	 Employer Branding	 Strengthen Stakeholder Trust

Jury Choice Awards

- 1. Lifetime Achievement Award :** Honours an industry stalwart whose lifelong dedication, visionary leadership, and exceptional contribution have significantly advanced Indian agriculture, rural development, and communication, leaving a lasting legacy for future generations.
- 2. Voice of the Year Award :** Recognizes an influential industry leader whose ideas, advocacy, and communication have inspired positive change and strengthened dialogue across the agriculture ecosystem.
- 3. Company of the Year Award :** Recognizes an organization that has demonstrated exceptional business performance, innovation, sustainable growth, farmer-centric initiatives, and industry leadership while setting new benchmarks for excellence.
- 4. Changemaker Award (AgChem Segment) :** Honours a visionary leader who has introduced transformative ideas, technologies, or business models that have significantly influenced the agriculture industry and created measurable impact.
- 5. Pioneer Award (Biological Segment) :** Celebrates leaders who have pioneered breakthrough innovations, introduced new concepts, or transformed industry practices through vision, courage, and excellence.
- 6. Growth Catalyst Award (Fertilizer Segment) :** Recognizes exceptional leadership that has accelerated business growth, industry development, farmer engagement, and sustainable agricultural progress.
- 7. NextGen Award (Seed Segment) :** Honours outstanding leadership in advancing seed innovation, research, technology adoption, and farmer productivity while strengthening India's seed ecosystem.
- 8. Shakti Award (Women Leadership) :** Celebrates inspiring women leaders whose vision, leadership, and dedication have created remarkable impact across agriculture, agribusiness, and rural communication.
- 9. Visionary Entrepreneur Award (Startup/Innovation) :** Recognizes entrepreneurs whose innovation, leadership, and entrepreneurial excellence are transforming agriculture and building future-ready businesses.
- 10. Policy Driver Award (Policy & Advocacy) :** Honours individuals whose policy advocacy, strategic leadership, and collaborative approach have contributed towards progressive agricultural development.
- 11. Sustainability Champion Award (CSR & Sustainability) :** Recognizes organizations or leaders demonstrating outstanding commitment towards sustainable agriculture, environmental stewardship, and long-term rural prosperity.

Excellence Awards – Companies (Nomination-based)

12. Industry Excellence Awards : Recognizing outstanding organizations driving innovation, business excellence, and farmer impact across the agriculture value chain. The award covers multiple industry segments, including **Seed, Crop Protection, Soil Health & Biologicals, Fertilizer & Plant Nutrition, Farm Machinery & Agri-Tech, Irrigation & Water Management, Agri Startups** and **Research & Development (R&D)** celebrating companies that are shaping the future of Indian agriculture through technology, sustainability, quality, and customer-centric innovation.

13. Emerging Company of the Year Award Recognizes a fast-growing organization that has demonstrated remarkable innovation, business growth, market presence, and future potential within a short span of time.

14. Best Outdoor Campaign Award : Celebrates impactful outdoor communication campaigns that effectively engage agricultural and rural audiences through innovative and high-visibility media.

15. Best Rural Engagement Award : Honours campaigns that have successfully connected with farmers and rural communities through meaningful field activations, education, demonstrations, and community outreach.

16. Best PR Campaign Award : Recognizes outstanding public relations initiatives that have strengthened brand reputation, stakeholder trust, and industry visibility through strategic communication.

17. Best Digital Marketing Award : Celebrates innovative digital campaigns that have effectively leveraged social media, digital platforms, AI, and online engagement to connect with agriculture stakeholders.

18. Best Brand Campaign (TVC) Award : Recognizes exceptional brand campaigns that combine creativity, storytelling, and strategic messaging to create a lasting impact among agricultural audiences.

19. Best Integrated Communication Award : Honours organizations that have successfully integrated ATL, BTL, Digital, PR, Rural Marketing, and Experiential Communication into one cohesive campaign delivering measurable business results.

Excellence Awards - Individuals (Nomination-based)

20. Best Communicator Award – Male : Recognizes an outstanding male professional whose communication excellence, leadership, and industry influence have significantly contributed to agriculture and rural development.

21. Best Communicator Award – Female : Celebrates an inspiring female professional who has demonstrated exceptional communication leadership, thought leadership, and positive industry influence.

22. AI Leadership Excellence Award : Honours individuals or organizations pioneering the use of Artificial Intelligence to transform agriculture, farmer engagement, marketing, communication, and business innovation.

23. Marketing Leader of the Year (New - 2026) : Recognizes a marketing professional who has successfully built brands, launched innovative campaigns, strengthened customer engagement, and created measurable business growth through strategic marketing leadership in the agriculture sector.

24. HR Leader of the Year (New - 2026) : Honours an HR professional who has demonstrated excellence in talent acquisition, leadership development, employee engagement, organizational culture, and future workforce transformation within the agriculture industry.



What We Celebrate

We applaud excellence in agriculture, rural development, and communication innovation — across government, private, and social sectors.

Our mission

To spotlight brands and campaigns that create meaningful agri impact.

Why Participate?

National Recognition: Be honoured before industry leaders, policymakers, and media.

Credibility & Visibility: Elevate your brand as a trusted name in rural and agri-communication.

Networking & Insights: Connect with decision-makers, innovators, and rural marketing experts.

Media Amplification: Extensive pre- and post-event coverage across leading platforms.

The Grand Awards Night

Get ready for an evening of recognition, inspiration, and networking with government representatives, agri-brand leaders, communication professionals, and innovators from across India.

*Celebrate excellence. Exchange ideas.
 Shape the future of rural communication.*

Amplifying India's Rural Pulse

From agri-brands to grassroots storytellers, **BRAND R.Comm** is India's leading platform dedicated to rural marketing, communication, and innovation.

Together, let's make 2027 a milestone year for agriculture and rural communication!

Nomination Process

For the Jury Choice Awards, any jury member may nominate an individual or organization for consideration. Following the nominations, our esteemed jury will collectively review and make the final decision.

For Nomination based categories

Submit Entries: Upload your campaign / project details online at www.brandrcomm.com

Evaluation: An independent jury of industry stalwarts reviews entries based on creativity, innovation, and impact. The final selection will be made by the esteemed jury panel.

Note: *Sponsors are not eligible to apply for or receive awards in any category.*

Eligibility

- Achievements during the evaluation period.
- Self-nomination and third-party nominations accepted.
- Supporting evidence mandatory.
- Jury decision shall be final.

Who Can Nominate?

- Companies
- Startups
- Industry Associations
- Government Organisations
- Universities
- Communication Agencies
- Individuals

Award Philosophy

*Integrity. Transparency. Credibility.
 Awards Earned on Merit.*

At **BRAND R.Comm Awards**, every recognition is evaluated independently by an esteemed jury comprising distinguished leaders from industry, academia, government, and communication.



Award Integrity Policy

Fairness . Transparency . Credibility



To uphold the highest standards of fairness, transparency, and credibility, organizations associated with the event as **Sponsors, Co-Sponsors, or Strategic Partners are not considered for award recognition** in the respective edition.



This governance principle ensures that every **BRAND R.Comm Award** is earned solely through excellence, innovation, measurable impact, and leadership - preserving the dignity and prestige of India's premier Agriculture & Rural Communication Awards.



Credibility is the Foundation of Recognition

The prestige of **BRAND R.Comm Awards** lies in its transparent, ethical and merit-based evaluation process.

Every nomination is assessed independently by an eminent jury comprising distinguished leaders from industry, academia, government, media and communication.

Our objective is simple - To recognise excellence, not influence.

At BRAND R.Comm, recognition is earned through achievements not sponsorship.

How to Enter BRAND R.Comm Awards 2026

Entering the BRAND R.Comm Awards 2026 is simple. Follow the steps below to complete your nomination successfully.

1. Visit the Official Website : Visit the official **BRAND R.Comm website: www.brandrcomm.com**

2. Explore the Awards Section : Navigate to the Awards section to explore the award categories, eligibility criteria, nomination guidelines, benefits, and other important information.

3. Click on "Nominate for Awards" : Once you have selected the most suitable category, click the "Nominate for Awards" button to begin your nomination process.

4. Select an Award Category : Choose the award category that best represents your campaign, organization, innovation, or individual achievement.

5. Complete the Nomination Form : Fill in all the required details accurately and provide complete information related to your nomination.

6. Upload Supporting Documents : Attach all relevant supporting documents, including case studies, presentations, campaign reports, images, videos, testimonials, or any other material that strengthens your nomination.

7. Pay the Nomination Fee : A non-refundable nomination fee of INR 12,000 + GST per category is applicable and must be paid at the time of submission.

The nomination fee supports the independent evaluation process, jury assessment, and overall administration of the awards. It also enables nominees to participate in the BRAND R.Comm Summit & Awards 2026, offering valuable opportunities for networking, knowledge sharing, and engagement with industry leaders, regardless of the final award outcome.

8. Review & Submit Your Entry : Carefully review all the information and uploaded documents before submitting your nomination. Once submitted, nominations cannot be edited, replaced, or withdrawn.

9. Independent Review & Jury Evaluation : All eligible nominations will first be reviewed by an independent Market Research Agency, Knowledge Partner, or an equivalent evaluation body to ensure completeness and eligibility. Qualified nominations will then be presented to the independent Jury Panel for final evaluation.

10. Complimentary Delegate Passes for Award Winners : Corporate and Individual Award Winners will receive two (02) complimentary delegate passes.

- One pass will be issued to the official award recipient.
- One additional pass will be issued to another representative from the winning organization.

These complimentary delegate passes are valid only for **BRAND R.Comm Summit & Awards 2026** and are non-transferable.

11. Complimentary Delegate Pass for Non-Winning Participants : Organizations or individuals whose nominations are evaluated but are not selected as Award Winners will receive one (01) complimentary delegate pass to attend the **BRAND R.Comm Summit & Awards 2026**, subject to prior registration and confirmation by the organizers.



**SCAN TO SUBMIT
YOUR NOMINATION**

Rules for Entry

Please read the following guidelines carefully before submitting your nomination.

- Open to organizations and individuals from the agriculture, rural communication, and allied sectors.
- Eligible work : Jan 2025 – Dec 2026 / FY 2025–26.
- A separate nomination form, supporting documents, and non-refundable fee are required for each category.
- Submitted nominations cannot be edited, replaced, withdrawn, or refunded.
- All information must be accurate and verifiable. False submissions will be disqualified.
- Sponsors and Co-Sponsors are not eligible to participate in the awards.
- All entries will undergo an independent review before Jury evaluation.
- The Jury's decision is final. No paid or influenced awards are entertained.
- Winners must be present to receive their award. Awards will not be couriered.
- By submitting a nomination, participants authorize BRAND R.Comm to use their names, logos, and submitted content for promotional purposes. The organizers reserve the right to amend or modify the awards process if required.
- All disputes shall be subject to the jurisdiction of Uttar Pradesh, India.

Things to Keep in Mind

(Terms & Conditions)

1. Eligibility : The **BRAND R.Comm Awards 2026** are open to organizations and individuals operating in the agriculture, rural communication, and allied sectors in India. All nominations must be based on activities, campaigns, or achievements.

2. Authority to Receive Awards : Awards under the Organization/Company Categories must be received by a member of the senior management, such as the Chairman, Managing Director, Director, or an equivalent representative. If none of the authorized representatives are present during the award presentation, the award will stand automatically cancelled and will not be reissued or couriered later.

3. Nomination Fee : A non-refundable nomination fee of INR 12,000 + GST per category is applicable for each nomination. Payment must be made along with the submission of the nomination form.

4. Multiple Nominations : An individual or organization may submit nominations in more than one category, provided each nomination is submitted separately with its own nomination fee and supporting documents.

5. Withdrawal of Nomination : Once submitted, a nomination cannot be withdrawn, modified, or replaced under any circumstances.

6. Non-Refundable Fee : The nomination fee is strictly non-refundable, irrespective of withdrawal, disqualification, or non-selection for the final awards.

7. Award Winners' Complimentary Delegate Passes : Corporate/ Individual Award Winners: Two (02) complimentary delegate passes shall be provided. One pass is intended for the official award recipient, and one additional pass is for another representative of the winning organization. These complimentary registrations are valid only for the designated event and are non-transferable.

8. Complimentary Delegate Pass for Non-Winning Participants : Companies or individuals whose nominations are evaluated but are not selected as Award Winners shall be entitled to one (01) complimentary delegate pass to attend the BRAND R.Comm Summit & Awards 2026, subject to prior registration and confirmation by the organizers.

9. Sponsorship & Awards Eligibility : Sponsors, Co-Sponsors or sponsors in any category, of the event are not eligible to receive awards in any category.

BRAND R.Comm maintains complete transparency and integrity and does not entertain paid or influenced awards.

10. Nomination Review : All nominations will be reviewed by the external team (Market Research Agency Or Knowledge Partner) or Equivalent for completeness and eligibility before being submitted to the Jury Panel for evaluation.

11. Decision of the Jury : The decision of the Jury shall be final and binding. No correspondence, reconsideration, or appeal regarding the jury's evaluation or final results will be entertained.

12. Data & Documentation : All information, data, and supporting materials submitted with the nomination must be accurate, authentic, and verifiable. Any false or misleading information may result in immediate disqualification without any refund.

13. Confidentiality : All information shared in the nomination forms will be treated as confidential and used solely for the purpose of award evaluation.

14. Ownership of Material : The organizer reserves the right to use the names, logos, and submitted content of nominees for promotional and communication purposes related to **BRAND R.Comm**, including pre-event and post-event publicity.

15. Event Participation : Attendance at the **BRAND R.Comm Summit & Awards 2026** is mandatory for winners to receive their award and recognition. The organizer will not be responsible for travel, accommodation, or any related arrangements.

16. Amendments : The organizers reserve the right to modify, cancel, or reschedule any aspect of the awards process or ceremony without prior notice in the event of unforeseen circumstances.

17. Jurisdiction : Any dispute arising out of or relating to the **BRAND R.Comm Awards 2026** shall be subject to the exclusive jurisdiction of the courts of Uttar Pradesh, India.

Esteemed jury of BRAND R.Comm Awards 2026



Chairmen
Dr. RB Singh
Former Chancellor,
CAU, Imphal



Co-Chair
Dr. Arvind Kumar
Former Vice Chancellor,
RLBCAU, Jhansi



Jury Member
Dr. KC Ravi
Ex Chief Sustainability Officer
Syngenta India Limited



Jury Member
Mr. Rajvir Singh Rathie
Director – Agricultural Affairs
& Policy, IM – IBISL
Lead – Traits Licensing Business



Jury Member
Dr. Sanjay Nagi
Founder & MD,
Market Insight Consultant



Jury Member
Dr. VV Sadamate
Agri Ext. Specialist
& Former Advisor, GOI



Jury Member
Mr. Surender Makhija
Strategic Advisor & Sr.
Vice President, Jain
Irrigation Systems Ltd.



Jury Member
Mr. Dinesh Singh
Business Head-Fertilizer
Reliance Industries Limited



Jury Member
Mr. Harish Mehta
Sr. Advisor, Crop Care
federation of India



Jury Member
Dr. Kalyan Goswami
Director General
Agro Chem Federation
of India (ACFI)



Jury Member
Mr. Durgesh Chandra
Secretary General,
CropLife India



Jury Member
Mr. Vipin Saini
CEO,
BASAI



Snail Integral Pvt. Ltd. is a leading agricultural communication and marketing solutions provider, dedicated to enhancing the visibility and impact of businesses in the agriculture and rural sectors. Guided by our tagline, "**Visibility Matters**", we offer a comprehensive range of services, including Brand Building, Strategic Marketing, Celebrity Management & TVC Film Production, Corporate Communication, Public Relation, Event Management, Content Creation, and Digital Outreach. Our expertise lies in bridging the gap between innovation and stakeholders, empowering clients to achieve sustainable growth while fostering collaboration among industry leaders, policymakers, and farmers. At Snail Integral, we believe in driving transformation through creative solutions and impactful storytelling, ensuring our partners stand out in an evolving agricultural landscape.

Services we offer

STRATEGY & CONSULTING

- Brand Consulting & Marketing
- Business Consulting
- Market Research

DIGITAL & TECHNOLOGY

- Digital & Social Media Management
- Website, Apps & Software Development
- Performance Marketing Execution

CONTENT & CREATIVE

- Video Production (TVC, 2D/3D, AVs)
- Content Creation & Design
- Influencer & Referral Marketing

COMMUNICATION & ACTIVATIONS

- Public Relations & Media Communication
- Event Management & Brand Activations
- Celebrity Management

**Celebrating
Excellence**

**Inspiring
Innovation**

**Building the
Future of Agriculture**

 Snail integral
4th Edition
BRAND
R.Comm
Agriculture & Rural Communication Summit & Awards 2026

 **Friday, 4th Dec 2026** |  **Holiday Inn, Aerocity, New Delhi, India**

Recognizing the Leaders Shaping Tomorrow's Agriculture

Exhibitors, Sponsors, Partners and Brands Who Trust Us



For participation and further information, please connect with us



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