



PUBLIC RELATIONS SOCIETY OF INDIA
CHENNAI CHAPTER



PRSI
STATE
AWARDS 2025

CALL FOR ENTRIES

PRSI STATE AWARDS 2025

POWERED BY



PRSI

DEADLINE EXTENDED TILL
07th NOVEMBER 2025

PRSI STATE
AWARDS 2025

CATEGORY SPONSOR



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ABOUT PRSI

The Public Relations Society of India (PRSI) is the national body for public relations and communication professionals. Founded in 1958 in Mumbai, PRSI promotes PR as a key management function and supports professional development through training and academic partnerships. With 25 chapters and over 3,000 members from corporates, government, NGOs, and academia, PRSI drives the growth of the profession nationwide. Its annual All India PR Conference highlights trends and best practices across the industry.

PRSI CHENNAI CHAPTER

Established in 1968, the Chennai Chapter is a leading forum for communicators from top companies, government, NGOs, consultancies, advertising, and education. With over 100 members, the chapter regularly hosts webinars, workshops, site visits, and training programs, offering 360° communication exposure. It also builds strong industry-academia ties, giving students valuable learning opportunities from experienced professionals.

CALL FOR ENTRIES

The PRSI Awards 2025 celebrates excellence in Public Relations and Communication across the Private Sector, Public Sector, and Individual/Student levels. Submit your best work and gain national recognition for creativity, impact, and innovation.



GROUP A: PRIVATE SECTOR

Categories:

1. Healthcare & Pharma

2. Technology & IT

3. Entertainment & Media

4. Fashion & Lifestyle

5. Travel & Hospitality
6. Real Estate / Rural

7. NGO

8. Not for Profit Organisation

9. Product and Service

Sub-Categories (common for all categories):

1. Best Corporate PR Campaign
2. Brand Launch PR Campaign
3. Best Crisis Communication Strategy
4. Best Integrated PR Strategy
5. Best Reputation Management Campaign
6. Best Corporate AV
7. Best Corporate Annual Report
8. Best Corporate Website
9. Best Corporate CSR Activity
10. Best Corporate Digital PR
11. Best Corporate Wall Calander
12. Best Corporate / Product Brochure
13. Best Corporate Table Top Calander
14. Best Corporate Social Media Campaign
15. Best Corporate Newsletter (Tamil)
16. Best Corporate Newsletter (English)
17. Best Print Advertorial
18. Best Internal Communication Campaign
19. Best Integrated Campaign
20. Best Influencer Marketing PR Campaign
21. Best Viral PR Campaign
22. Best Print Ad
23. Best Corporate Poster Design
24. Best Television Commercial
25. Best Digital Video
26. Best Photography Editorial
27. Best Photography Advertorial
28. Best Photography Advertisement
29. Best Event / Activation
30. Best Packaging Design
31. Best Corporate Identity / Logo

GROUP B: PUBLIC SECTOR AWARDS

1. Best Public Sector PR Campaign
2. Best PR Initiative for Public Awareness & Welfare
3. Best Political PR & Communication Strategy
4. Best PR for Government Schemes & Policies
5. Best Crisis Communication Strategy (Public Sector)
6. Best Disaster & Emergency Response PR
7. Best PSU In Social Media Campaign
8. Best PSU Annual Report
9. Best CSR & Sustainability PR Campaign (Public Sector)
10. Best PR Campaign for Healthcare & Public Safety
11. Best Corporate / Product Brochure
12. Best Corporate Poster Design
13. Best Corporate Newsletter (Tamil)
14. Best Corporate Newsletter (English)
15. Best Print Advertorial
16. Best PR for Environmental & Climate Change Awareness
17. Best PSU Wall Calander
18. Best PSU Table Top Calander
19. Best PSU Newsletter (Tamil)
20. Best PSU Newsletter (English)
21. Best PSU Digital PR
22. Best Internal Communication Campaign in PSU
23. Best Integrated Campaign in PSU
24. Best Influencer Marketing PR Campaign in PSU
25. Best Viral PR Campaign in PSU
26. Best Print Ad in PSU
27. Best Television Commercial in PSU
28. Best Digital Video in PSU
29. Best Event / Activation
30. Best Packaging Design
31. Best Corporate Identity / Logo

GROUP C: INDIVIDUAL / STUDENT AWARDS

1. Best Documentary Film
2. Excellence in Graphic Design
3. Best Creative Advertisement
4. Outstanding In-house Newsletter
5. Best Creative PR Campaign
6. Best Magazine
7. Best CSR Initiative of the Year
8. Best Print Advertisement
9. Social Media Excellence in PR
10. Best Public Awareness Campaign

ENTRY FEE

Private Sector, Public Sector & Individuals: ₹5,000 per entry

Student Category: ₹3,000 per entry

SUBMISSION GUIDELINES

ENTRY FORMATS

- Print Entries – A3 size, properly formatted and mounted on artboard (physical). PDF/JPG (A3) accepted by email.

• Video Entries – MP4 format on Pen Drive / Hard Disk (physical). MP4 file or drive link accepted by email.

• Digital Campaigns / Artworks – A3 size print (mounted) for physical; PDF/JPG with links accepted by email.

• Calendars (Wall & Table Top) – Original printed material only (physical).

• Annual Reports / Newsletters / Corporate Reports – Original printed copies only (physical).

• Case Studies / Presentations – A4 size, color print, spiral bound booklet (physical). PDF version allowed by email.

CASE STUDY FORMAT

Each entry must include a case study covering:

- Objective

• Target Audience

• Key Challenges

• PR / Creative Solution

• Results

CHECKLIST

- Select the correct Group & Category.

• Ensure submission form is complete & accurate.

• Mention Category & Serial Number on form/file.

• Only English or Tamil entries accepted.

• Client's name, designation, email (mandatory)

SUBMISSION PROCESS

- Offline: Courier/hand-deliver entries to PRSI Chennai Chapter Office.

• Email: Send entries to prsiawards@gmail.com (Accepted formats: MP4, JPG, PDF only).

ELIGIBILITY PERIOD

Only work released between 1st April 2023 and 30th September 2025, is eligible for submission.

TERMS AND CONDITIONS

- All submissions become the property of PRSI and will not be returned.

• Only residents or entities incorporated in Tamil Nadu/Puducherry, or those whose events or campaigns were executed in or for Tamil Nadu/Puducherry, are eligible to apply.

• Payments made are non-refundable under any circumstances.

• PRSI reserves the right to reject any entry that does not comply with the guidelines.

• Entries once submitted cannot be withdrawn or modified.

• Entries with incomplete forms or missing details will be disqualified.

• All decisions by the judging panel will be final and binding.

• Entries must comply with copyright and intellectual property laws.

• Multiple entries for the same work are permitted; however, each entry will be treated as a separate nomination and must be accompanied by a separate entry fee.

• If the same work is submitted by more than one entrant — whether by different agencies or by both agency and brand — the organiser reserves the right to treat it as a joint entry.

• In cases of duplicate submissions, the entry fee may be forfeited at the organiser's discretion.

SUBMISSION DEADLINE

All entries must be submitted by:
31st October 2025

DEADLINE EXTENDED TILL
07th NOVEMBER 2025

AWARDS NIGHT

Date: 28th November 2025 | Time: 5pm onwards
Madras Management Association
New No:240, Pathari Road, Anna Salai, Chennai - 600 006.

Submission Location:

PRSI Chennai Chapter
C/o Catalyst Public Relations Pvt. Ltd.
Parishad Apartments, Second Floor,
No. 24/46, Dr. B.N. Road, (North Boag Road), T. Nagar, Chennai - 600 017.

Bank details:

For online payment: SB A/c No.20017944328 IFSC Code: MAHB0002147,
Bank of Maharashtra, Porur Branch, Chennai - 600 116.
For cheque payment: To be drawn in favour of
PUBLIC RELATIONS SOCIETY OF INDIA – CHENNAI CHAPTER

FOR QUERIES & SUPPORT : Phone: +91 90037 11183

FOR SPONSORSHIPS

Phone: +91 9841047455
Email: prsiawards@gmail.com | Website: www.prsistateawards.com

Get ready to showcase your creative excellence!
Submit your entries and be part of the most prestigious PR event of the year!

Business Name:
Public Realations SOC



scan to pay
UPI Id. prsic@mahb