



War
of the
Apps



- India is the fastest growing mobile app market in the world.
- Indian smartphone users spend on average 169 minutes per day on their device.
- In India, mobile devices account for 72% of all web site traffic.
- India tops the list of countries in adding new Internet users this year.





- India has more than 232 million Internet users.
- In 2014, India added 63 million + new Internet users.
- India is expected to reach 236 million mobile Internet users by 2016 and 314 million mobile Internet users by 2017.



War of the Apps

War of the Apps is a **3 month** mega-competition where **41 categories** of mobile apps will battle it out.

Each battle will have 2 victors:

- Most awesome user interface.
- Most awesome features.



Jury Members

- App developers and testers
- Mobile advertising companies
- Mobile service providers
- Digital marketers
- Startups
- Investors & VCs
- Technology Business incubators
- Mobile phone manufacturers
- Cyber Security Experts



Voters

- Approximately 200,000 professionals
- Approximately 200,000 college students
- Potential startup entrepreneurs
- Other mobile app users



The battle categories

Online shopping

1. Accessories
2. Baby products
3. Books
4. Clothes
5. Electronics
6. Food delivery
7. Furniture
8. Groceries
9. Jewellery
10. Lingerie
11. Pharmacy
12. Shoes
13. Utilities

Money & business

14. Car
15. E-banking
16. Insurance
17. Mobile Wallets
18. Online Banking
19. Personal Finance
20. Productivity
21. Property

Social

22. Dating
23. Instant Messengers
24. Matrimony
25. Social networking



The battle categories

Travel

- 26. Bus / train booking
- 27. Flight booking
- 28. Hotel booking
- 29. Taxi services

Entertainment

- 30. Game
- 31. Movies
- 32. Music
- 33. News
- 34. Sport

Utilities

- 35. E-learning
- 36. Health & Fitness
- 37. Location based
- 38. Online learning
- 39. Productivity
- 40. Recharge
- 41. Weather



Special Jury Awards

1. Most awesome mobile marketing campaigns.
2. Most innovative mobile apps of the year.
3. Apps most likely to cross a billion dollar valuation.
4. Most awesome smartphone of the year.
5. Most awesome ISP of the year.
6. Most awesome apps for a better India.
7. Most awesome apps for children.
8. Most awesome apps for senior citizens.
9. Most awesome apps for women.



The schedule

15th September to 15th October	Nomination of Apps Registration of voters
16 th October to 4 th December	Voting period
5 th December	Victors announced
18 December	Gala awards night at Mumbai.



Sponsorship Benefits

- Premium logo placement on all relevant event signage.
- Inclusion in advertising and event promotions.
- Naming rights for an award, e.g.

ABC Bank

*Mobile Wallet of the Year award
goes to **PQR.***

Sponsorship Benefits

- Acknowledgement of your sponsorship, with your logo, prominently displayed on official WOTA website / microsite.
- License to use the “Official Sponsor” Logo in connection with promotion of your conference sponsorship and participation.
- Logo prominently featured at the awards venue.

Sponsorship Benefits

- Acknowledgement in the opening address.
- Recognition from the podium.
- VIP seats at the award function.
- 4 complimentary guest passes to the awards ceremony.

Sponsorship Benefits

- Present an award.
- Branding at post-event communication activities.
- Database marketing – exclusive email to event-generated database.