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WITS Interactive Bags Three Awards at the IMCE Digital Technology Award, 2017

Friday, 22 June 2018, 23:08 IST



WITS Interactive, a leading Design Tech agency based in Mumbai was awarded three outstanding achievements at the IMC Digital Technology Award 2017 held at the St. Regis Hotel, Mumbai on 14th June 2018. The agency's Ben & Bella English, an early education Augmented Reality app was a recipient of 'Excellence in Emerging Technologies 2017', while Lectory, its online platform encourages reading habits and makes group reading attractive, won 'Excellence in End Users of IT – Education & Training 2017' award and GoPhygital, a start-up incubation which focuses on providing immersive, experiential solutions to clients bagged the award in the 'Most Promising Start-up 2017'.

The IMC Digital Technology Awards is an annual award ceremony conducted to honour and recognizes game changing technologies of the IT industry and the end users of IT who implemented to transform the work in the year. It represents the interests from various sectors like banking and financial services, environment, energy, water resources, geographic indications and protection of interests of artisans, tourism, information technology, education, construction and more.

Hitesh Jain, Founder & CEO, WITS Interactive, says, "We at WITS Interactive are honoured to have received these incredible awards. This moment would not have been possible had it not been for the tireless efforts and hard work from my talented band of Brainiacs fuelled by several cups of coffee & pizzas. In addition, receiving multiple awards from a leading organisation such as The IMC, a renowned industry and trade body, and a jury panel consisting of Industry stalwarts, is validation of the amazing work we are doing in the technology space. I would like to thank the IMC and the jury panel for this great honor".

communication strategies to its clients. They work across the entire spectrum of brand communication and engagement from brand identity creation to engagement and evolution. With an employee count of 80 across three offices in Mumbai, Munich and London, WITS Interactive worked with verticals like media & entertainment houses, publishing, pharma and healthcare and more.

WITS Interactive works across digital, print, film, and offline medium delivers

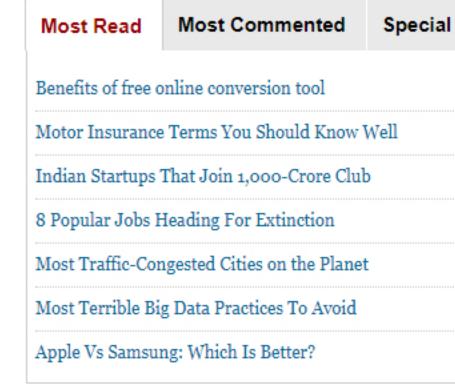
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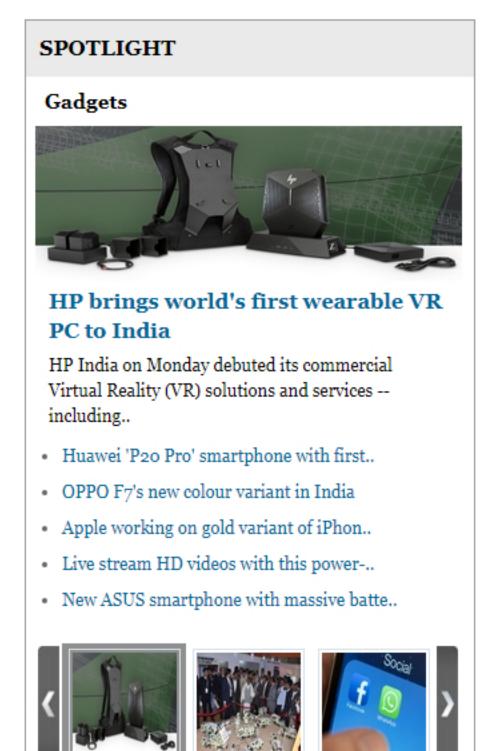
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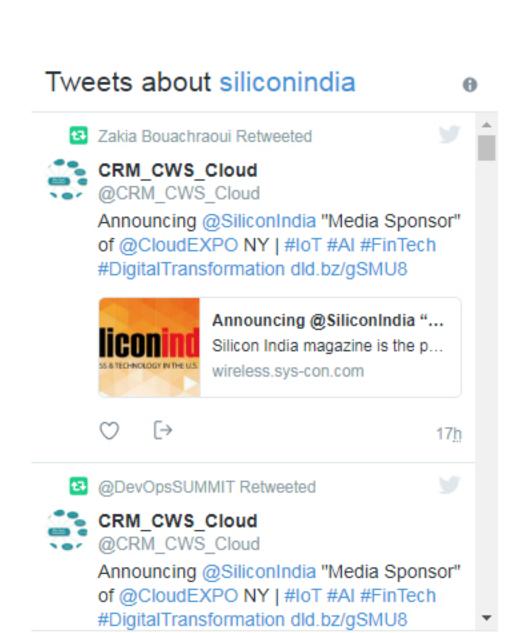
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Source: IANS









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