

HT Labs Shines at WAN-IFRA South Asian Digital Media Awards 2025

Category: Business

written by International Khabar | June 23, 2025



HT Labs, the digital innovation hub under the HT group, has made a resounding impact at the **WAN-IFRA South Asian Digital Media Awards 2025**. Its flagship platforms-OTTplay and [Slurrrp.com](https://www.slurrrp.com) -took home five prestigious honors across key categories, celebrating excellence in digital journalism, innovation, and audience engagement.



HT Labs wins 5 awards at WAN IFRA

The WAN-IFRA South Asian Digital Media Awards, one of the most

esteemed recognitions in the region, celebrate the best in digital innovation across news publishing. The awards are judged by a panel of distinguished international industry experts, recognizing organizations that push the boundaries of digital media through groundbreaking strategies, technology, and content delivery.

Award Wins:

- Best News Website (Silver) – Slurrrp
- Best Use of AI in Revenue Strategy (Bronze) – OTTplay Premium
- Best Newsletter (Gold) – Slurrrp
- Best Newsletter (Silver) – OTTplay
- Best Native Advertising Campaign (Bronze) – Slurrrp

These wins underscore the HT Labs team's focus on creating intelligent, user-first content experiences through innovation, AI integration, and strong editorial vision.

Mr. Avinash Mudaliar, CEO & Co-Founder of HT Labs, expressed his gratitude, *"We are deeply honored to be acknowledged by WAN-IFRA in multiple categories this year. These awards are a testament to the dedication, creativity, and innovation that our teams bring to the table each day. At HT Labs, we are always striving to push boundaries and deliver personalized, tech-driven experiences that resonate with users across categories-from entertainment to food and finance. This recognition reinforces our commitment to leading the digital content space with intelligence and impact."*

OTTplay

OTTplay is India's pioneering OTT aggregator that uses AI-based recommendations to revolutionize content discovery and consumption. With the introduction of OTTplay Premium, the

platform now offers a curated selection of content from 30+ premier OTT platforms which are personalized based on each user's unique preferences.

Slurrrp

Slurrrp is an all-in-one recipe aggregator designed to make cooking and meal planning easier for everyone. With a nationwide community of 7+ lakh home chefs and foodies, it helps you discover calorie-counted recipes that match their diet choices, and taste preferences, catering to all cooking skill levels-from beginners to experts. Offering a wide range of recipes across cuisines and meal types, Slurrrp ensures variety and flexibility in meal preparation. Further, the site also offers a variety of food industry insights, including trends, special features and more.

