



CavinKare-MMA invites nominations for the 5th edition of Chinnikrishnan Innovation Awards

Chennai, 3rd June, 2016: CavinKare-MMA invites nominations from across Tamil Nadu and Puducherry for the 5th edition of Chinnikrishnan Innovation Awards, which to be held in September this year. This CSR initiative has been instituted in the memory of Late Shri R. Chinnikrishnan, the man who pioneered the sachet revolution in India, to felicitate aspiring innovative entrepreneurs.

Participants who are citizens of India and entrepreneurs with an annual turnover of not more than Rs. 25 Crores, running innovative enterprises headquartered in Tamil Nadu and Puducherry are eligible to apply. Last date for submission of nomination forms is 20th of June 2016. The entries will be shortlisted by a panel of Jury members on the basis of uniqueness, scalability and beneficial to the people. Besides the prestigious awards, CavinKare and MMA will function as mentor and guide the awardees in enhancing their venture. CavinKare-MMA will not take any financial stake in the companies chosen for the award as part of this CSR initiative.

Mr. CK Ranganathan, Chairman & Managing Director of CavinKare Pvt. Ltd. said; "Successful businesses not only respond to their current customer or organizational requirements, they foresee future needs and develop an idea, product or service that allows them to meet future demand effectively. To make our society a better place to live, we need to support emerging entrepreneurs who strive to make a difference. For the last few years, the support and encouragement we have received has been overwhelming. The joint effort of CavinKare in association of MMA has made it possible for us to successfully host this program for the fifth consecutive year. "

The previous edition honored Prof M Manivannan of Merkel Haptic Systems for his outstanding contribution and excellence in Innovation in the field of high fidelity affordable mannequin for effective "Cardio Pulmonary Resuscitation (CPR) Training " with focus on social relevance, Mr. P.A.Sekar of P.A.Sekar Scientific Research Center for his outstanding contribution and excellence in Innovation in warping machine for the betterment of weaving community by infusing new techniques and process to maximize the productivity and minimize the workload and Mr. V. Ramachandran of GloLifecare Equipments Pvt. Ltd. for his outstanding contribution in inventing feminine hygiene equipment - destroyer of sanitary napkins. These awardees were selected out of 106 applicants.

Late Shri R. Chinnikrishnan was a true visionary of his time. He pioneered the concept of selling shampoos in a sachet at a time where shampoos were available only in bottles. His idea in no time swept through the rural market paving way to a revolution. His ideas were based on the simple philosophy that "what the rich man can enjoy, the poor man should be able to afford". CavinKare has taken the responsibility of following the golden words of Late Shri R. Chinnikrishnan.

Those interested in applying for the awards can give missed call to 7695019123 or can visit www.mmachennnai.org / www.cavinkare.com for more information.



About Chinnikrishnan Innovation Awards:

Dreamer, innovator, ideator, entrepreneur - just some of the words that can describe Late Shri R Chinnikrishnan, the man who pioneered the sachet revolution. His idea were based on the simple philosophy that, "what the rich man can enjoy, the poor man should be able to afford". Today, his innovations are seen in every shop in the form of sachets. They stand testimony to the fact that his dream is alive and well. CavinKare has constituted an award as a tribute to Late Shri R.Chinnikrishnan to encourage businessmen/businesswomen running small and tiny scale industries,. "The Chinnikrishnan innovation Awards" focuses on the overall value of the innovation in terms of its uniqueness, its benefits to people and its ability to be scalable. Those being shortlisted will be mentored in all their business development activities covering varied specializations.

About CavinKare Pvt. Ltd:

CavinKare is a diversified FMCG major with business interest in personal care, professional care, dairy, snacks, foods, beverages & salons. The brand portfolio consists of Shampoos (Chik, Meera, Karthika and Nyle), Hair Wash Powders (Meera & Karthika), Coconut Oil (Meera), Fairness creams (Fairever), Deodorant & Talc (Spinz), Pickles & Snacks (Ruchi, Chinni's & Garden), Hair Colours (Indica), Retail Salon Products (Raaga Professional), Beverages (Maa), Dairy (Cavin's), and Beauty Salons (Green Trends & Limelite). Most of the brands are clear winners in their respective product categories. A dedicated R&D center equipped with latest equipment and technologies constantly supports the divisions in their endeavor. Today, with a turnover of over Rs. 1200 crore, CavinKare has achieved significant milestones and a competitive edge with sound understanding of mass marketing dynamics and has established a firm foothold in the national market. CavinKare's success is based on it being firmly grounded to its corporate mission 'we shall achieve growth by continuously offering unique products and services that would give customers utmost satisfaction and thereby be a role model'.

About Madras Management Association (MMA):

Madras Management Association (MMA) was founded in the year 1956 and is the largest affiliate association of the All India Management Association (AIMA. MMA had won the "AIMA's Best LMA Award" for the last eight years including three years in a row by AIMA for the year 2009-10, 2010-11, 2011-12 and National Excellence Award for the year 2012-13. MMA is also the Winner of the AIMA Best LMA Award for the year 2014-15.MMA is serving the cause of managerial excellence for over five decades. It has over 7000 corporate houses, industries, professionals, academics and executives on its rolls as members. MMA annually organizes about 650 executive development activities, including seminars for top management with a total participation of forty five thousand executives and entrepreneurs. Apart from corporate leaders, MMA has, in its Managing Committee, the Vice Chancellors of Madras University & Anna University, the Directors of IIT Madras and IFMR and the Chief Secretary, Government of Tamil Nadu, as ex – officio members.



For further details please contact :

Meghoma Mukhopadhyay

+91 9566276103

brand-comm

meghoma@brand-comm.com