



CavinKare-MMA invites nominations for its 8th Chinnikrishnan Innovation Awards 2019

Chennai, 23rd May 2019: CavinKare and Madras Management Association (MMA), is inviting nominations for this year's Chinnikrishnan Innovation Awards, one of the most celebrated entrepreneurial awards in the state. Currently in its 8th Edition, the award property aims to identify hidden entrepreneurial gems of the state and honour innovative businesses that cover social value. Open till 16th of June 2019, the nominees can download their applications from – <http://mmachennai.org/CKIA/>.

Since its inception in the year 2011, Chinnikrishnan Innovation Awards has recognized over 25 business enterprises from the state of Tamil Nadu and Puducherry. The award, instituted in the memory of Late Shri Chinnikrishnan, aims to bring into foray small scale entrepreneurial for the uniqueness of their innovation, its benefit to people and ability to be scalable.

The award property encompasses two categories, 'INNOVATION' and 'GREAT IDEAS'. Small scale enterprises with an annual turnover, not exceeding Rs. 25 crore for the year 2017-2018 are eligible to be nominated for the award under 'INNOVATION' category. Winners of the Innovation awards are also mentored by CavinKare to provide support on marketing, finance, designing, packaging, R&D and HR.

Introduced last year, the 'GREAT IDEAS' category aims to recognize and foster the next big idea, which can become a business opportunity and scalable in a reasonable time frame. For the 'GREAT IDEAS' category, aspirants should submit a brief on 'Why my idea is great' along with the entry form available in the website.

Interested aspirants can give a missed call to 9789960398 or visit www.mmachennai.org/ / www.cavinkare.com for more details about submitting the nominations.

About Chinnikrishnan Innovation Awards: Since its inception in the year 2011, the CavinKare-MMA Chinnikrishnan Innovation Awards have stood out in its steadfast support of innovative ventures promoted by small-scale enterprises and business people. The award honours innovative entrepreneurs based on the innovation's uniqueness, its benefit to people and ability to be scalable. The award commemorated the memory of Late R Chinnikrishnan, widely regarded as the Father of Sachet Revolution. When



R Chinnikrishnan pioneered sachet packaging, his philosophy was simple: **Whatever the rich can enjoy, the poor should be able to afford.** Today his innovations are visible in every corner shop. This award is a way of keep his vision alive. The mission of this award is to identify and showcase innovative organizations, which have introduced breakthrough changes and can become role models for other Indians. Great Ideas deliver high impact innovation. In addition to honouring innovators, the CavinKare-MMA Chinnikrishnan Innovation Awards also recognizes one next big idea that is set to impact the world under its recently introduced “GREAT IDEAS” category.

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. 1600 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 grow significantly better than the industry by fostering innovation and building preferred brands, through passionate and delighted employees”

About Madras Management Association (MMA):

Madras Management Association (MMA) was established in 1956 with the prime objective of promoting management education, training and development activities in this part of the country.

Over the past 63 years, MMA has striven for development and nurturing management expertise, combining Indian ethos with International Management thoughts and practices. MMA has contributed immensely to the enhancement of management capability in this part of the country, and in particular Tamil Nadu and Puducherry. MMA 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.



MMA is the largest affiliate association of All India Management Association (AIMA) in the country and has been adjudged as the Best Management Association in India by AIMA for ten times in a row including the “National Excellence Award” for the year 2017-18.

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 Tamilnadu, as members.

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