



The 5th edition of CavinKare – MMA ‘Chinnikrishnan Innovation Awards’ 2016

Chinnikrishnan Innovation Awards presented to three innovative entrepreneurs

Chennai, 8th September 2016: The 5th edition of the prestigious CavinKare - MMA Chinnikrishnan Innovation Awards 2016 honoured three unique entrepreneurs in a grand event that took place at Kamaraj Arangam yesterday. The chief guest of the evening Mr. D Shivakumar, Chairman & CEO – India Region, Pepsico India Holdings along with the guest of honour Mr. Sukumar Rajagopal – Founder & CEO, Tiny Magiq, former Sr. Vice president & Global CIO & Head of Innovation, Cognizant graced the occasion.

‘Chinnikrishnan Innovation Awards’ honours path-breaking entrepreneurs and identifies growing small scale enterprises in terms of its uniqueness, benefit to people and its ability to be scalable. This award, established in the year 2011 commemorates the memory of Late Shri. R Chinnikrishnan – father of sachet innovation. The eminent jury members comprising of Mr. B Santhanam – President & Managing Director, Flat Glass – South Asia, Malaysia & Egypt, Saint Gobain India Pvt. Ltd, Mr M S Bharath, Senior Partner, Anand & Anand Advocates, Prof L S Ganesh, Department of Management Studies, IIT Madras, Mr. Rajeev Mecheri, Entrepreneur & Angel Investor, Mecheri Smart Capital Pvt. Ltd. and Mr. R Ramaraj, Senior Advisor, Elevar Advisors Pvt. Ltd. The call for nominations process received 117 applications from across Tamil Nadu and Puducherry, where the nominees were interviewed under various stringent based on the guidelines streamlined by E&Y.

The following entrepreneurs were awarded for 5th CavinKare-MMA Chinnikrishnan Innovation Awards 2016:

Dr. R Ramarathnam, Chairman, Basil Energetics Pvt. Ltd., for manufacturing Smart Micro Grid, to enable use of electrical appliances using DC current. This device eliminates the use of batteries and inverters, providing uninterrupted supply even in cloudy and rainy conditions.

Mr. Senthil Kumar V, Managing Director of Sathyam Bio (P) Ltd., for developing, producing and marketing organic Gel fertilizer to replace harmful chemical fertilizers. This organic fertilizer reduces the cost of application in terms of labour, besides enhancing the water retention capacity and quality of the soil.

Mr. Sathyan Gopalan, CEO, Vortex Engineering Pvt. Ltd., for developing, manufacturing and marketing cost effective ATM machines which use open source software. Consuming much lesser power than conventional ATMs, it can be operated with solar power and equipped with fingerprint recognition technology thereby dispensing the use of cards.



Speaking on the occasion, **Mr. CK Ranganathan – Chairman & Managing Director of CavinKare Pvt. Ltd.** said, “We are extremely happy to witness the growth of Chinnikrishnan Innovation awards, both in terms of stature and success. This award, established in the year 2011 recognises budding entrepreneurs with exceptional talent conceptualizing innovative ideas. It is extremely inspiring to see the raise in the number of applicants over the years. I am sure these recipients will grow to greater heights and achieve many such remarkable milestones, inspiring others around.”

Mr. R Srikanth, President, Madras Management Association said “ The CavinKare – MMA awards recognized the most renowned entrepreneurs to outshine the benchmarks set earlier. Our association with the Chinnikrishnan Innovation Awards is to recognise talents and nurture their endeavours in the upcoming years. All the winners will be mentored by CavinKare and MMA across various business fronts in Marketing, Patenting, R&D, Fund sourcing & HR skills to enhance their venture. We are glad to be a part of their journey.”

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 endeavour. Today with a turnover of over 1200 crore, CavinKare has achieved many significant



milestones while acquiring a competitive edge backed by sound understanding of the dynamics of mass marketing to establish 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'.

"Cavinkare Pvt. Ltd has been ranked as 'India's most trusted FMCG diversified Brand' by The Brand Trust report India study 2016."

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.

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