

Nominations Now Open for the

12th CavinKare-MMA ChinniKrishnan Innovation Awards

National, 23 June, 2023: Indian entrepreneurs and businesses are invited to submit their nominations online for the **12th edition of the prestigious CavinKare-MMA ChinniKrishnan Innovation Awards**. Startups and SMEs with an annual revenue not more than Rs.50 crores in FY2021-22 can now apply at <https://ckinnovationawards.in/> or by giving a missed call to +91 97899 60398, providing the necessary details. The deadline for nominations is 15th July, 2023.

The CavinKare-MMA ChinniKrishnan Innovation Awards, initiated by CavinKare, a FMCG conglomerate, in collaboration with Madras Management Association (MMA), acknowledges entrepreneurs for the uniqueness of their product or service, considering its scalability, sustainability and societal benefits. Winners will receive a cash prize of Rs1 lakh, along with support for marketing, finance, design, packaging, patent application R&D and HR.

Each year, CavinKare presents this award to honor the late Shri R. Chinnikrishnan, known as the "father of the sachet revolution" and the father of Mr. C K Ranganathan, Chairman & Managing Director of CavinKare Pvt.Ltd.

Since its establishment in 2011, the CavinKare-MMA ChinniKrishnan Innovation Award has celebrated the entrepreneurial spirit, with more than 32 entrepreneurs recognized in various categories to date.

About CavinKare Pvt. Ltd: CavinKare is a diversified FMCG major with a 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). Under some of its key personal care brands, CavinKare also offers hand sanitizers and liquid soaps. Most of the brands are clear winners in their respective product categories. A dedicated R & D center equipped with the latest equipment and technologies constantly supports the divisions in their endeavor. CavinKare has achieved significant milestones and a competitive edge with a 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 in 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:

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

country. It has over 8000 corporate houses, professionals, academics and executives as members.