



The 12th ChinniKrishnan Innovation Awards Recognizes Three Innovative Entrepreneurial Ventures

~Evaluated by the distinguished panel of jury, the prestigious award property witnessed innovations that are set to create a wave in the era of technology~

Chennai, September 16, 2023: Celebrating visionary entrepreneurs who are driving transformative innovations to tackle real-world challenges, **CavinKare**, in partnership with the **Madras Management Association (MMA)**, proudly hosted the **12th edition** of the **Chinnikrishnan Innovation Awards 2023** today at IIT Research Park Auditorium, Chennai. This annual event, dedicated to discovering hidden entrepreneurial talents, acknowledged and celebrated the accomplishments of three innovative ventures.

Mr. Suresh Narayanan, Chairman and Managing Director of Nestle India Limited, graced the occasion as the **Chief Guest**, alongside **Mr. CK Ranganathan, Chairman & Managing Director of CavinKare** and **K Mahalingam, President MMA**. In recognition of their outstanding contributions towards innovation, the winners were also presented with a cash reward of ₹1 lakh each by CavinKare along with trophy and citation.

Addressing the audience, **CK Ranganathan, Chairman & Managing Director of CavinKare Pvt. Ltd**, expressed his enthusiasm, saying, *"It is indeed a wonderful experience to celebrate the brilliance of these innovators whose creations not only ignite creativity but also address significant real-world challenges. The ChinniKrishnan Innovation Awards recognizes their dedication to finding practical solutions that reshape the way we address complexities. In a rapidly evolving world, their achievements remind us that innovation is a driving force for positive change. As we honour their accomplishments, we are inspired to harness the potential of innovation within ourselves and contribute to solving the pressing issues of our time. Congratulations to these exceptional winners, whose unwavering commitment to making a difference serves as a guiding light for us all."*

The call for nominations process received an overwhelming response, with more than 210 applications from across the country. Nominees underwent rigorous scrutiny and interviews, following stringent guidelines streamlined by the process advisor, **Shardul Amarchand Mangaldas**. The distinguished panel of jurors for this prestigious award included prominent leaders from various regions of the nation:

Mr. P. Elango, Managing Director, Hindustan Oil Exploration Pvt. Ltd.

Mr. Natesh Balakrishna, Managing Director, South Asia, AS APAC, Dormakaba India Pvt. Ltd.

Mr. Lakshminarayanan Duraiswamy, Managing Director, Sundaram Home Finance Ltd.

Ms. Mridula Ramesh, CEO, Sundaram Climate Institute & Executive Director, Sundaram Textiles.



The following entrepreneurs were awarded the coveted 12th CavinKare-MMA Chinnikrishnan Innovation Awards 2023:

1. Trestle Labs Pvt Ltd

Innovators Name : Mr. Bonny Dave and Ms. Akshita Sachdeva

Innovation: Kibo (Knowledge-in-a-Box) is an AI-powered patented end-to-end product suite that allows users to listen, translate, digitize and audiotize content from printed, handwritten or digital format across 60 global languages including 13 regional Indian languages. This technology makes education and employment inclusive for everyone with language and learning disabilities like blindness, low-vision and dyslexia. This innovation has impacted more than 1 lakh individuals, including 600+ educational institutions, NGOs and businesses.

2. MiniMines Cleantech Solutions Pvt. Ltd.

Innovators Name : Mr. Arvind Bhardwaj - Founder and Mr. Anupam Kumar - Co-founder

Innovation : MiniMines provides sustainable solutions for end-of-life lithium-ion batteries. Their proprietary technology—called ‘Hybrid Hydrometallurgy’—can help recover up to 96% of all materials found in lithium-ion batteries, thereby reducing the environmental impact of discarded batteries and creating a circular economy that preserves critical resources. This innovation helped in creating a reversible supply chain and generating huge employment opportunities.

3. Alfaleus Technology Pvt Ltd

Innovators Name : Mr. Sandal Kotawala

Innovation: Intelligent Vision Analyser (iVA) is a virtual reality-based device for screening and diagnosing glaucoma. When placed around a patient’s head, this device helps in giving regular updates to the patient and doctor, thereby making glaucoma testing accessible, affordable, and available. This innovation is a boon for the 12 million Indians suffering from glaucoma, and it has already reached far flung regions of the country.

Established in 2011 as a tribute to the **Late Shri R. Chinnikrishnan**, whose innovations revolutionized the FMCG industry, the awards have previously recognized numerous small-scale firms for their ground-breaking innovations. Since its inception, the awards have honoured more than 30 enterprising entrepreneurs from across the country. Now in its 12th year, the awards have expanded their search for the most outstanding entrepreneurs nationwide. CavinKare provides mentorship to the winners of the innovation awards in various fields, including marketing, finance, design, packaging, research and development (R&D), and human resources (HR).



About the 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 ideas were based on the simple philosophy that, " Whatever a rich man enjoys the common man should be able to afford too" 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, its ability to be scalable and sustainable. The awardees will be mentored in all their business development activities covering varied specializations along with a cash prize of Rs. 1 Lakh.

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 (MMA):

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. The vision of MMA is: "To be the fountainhead of world-class management excellence in India." With over 8000 corporate houses, professionals, academics and executives as members, MMA fosters and nurtures management expertise by combining Indian ethos with global management thoughts and practices. Every year, MMA organizes about 750 executive development activities, including seminars for top management. Over 2,00,000 executives and entrepreneurs have participated in MMA's regular events. Madras Management Association is the largest affiliate member of All India Management Association (AIMA). It has been adjudged the Best Management Association in India by AIMA for fourteen times in a row including for the year 2022-23. MMA has local chapters in Ambur, Attur, Erode, Hosur, Namakkal, Salem, Sri City, Trichy, Puducherry, and Chengalpattu.



Apart from corporate leaders, MMA Managing Committee also includes as members the Vice Chancellors of Madras University and Anna University, the Directors of IIT Madras and KREA University, and the Chief Secretary of Government of Tamil Nadu.
