

President of India gives away CII-ITC Sustainability Awards 2012

CII-ITC Centre of Excellence for Sustainable Development announced INDIA'S MOST SUSTAINABLE companies at a special presentation of the CII-ITC Sustainability Awards in New Delhi on January 14, 2013. The Chief Guest for the event and presenting the awards was Shri Pranab Mukherjee, Honourable President of India. TVS Motor Company Ltd is a winner of the CII ITC Sustainability Awards 2012, Certificate of Commendation for Significant Achievement in Category A (Turnover > Rs 500 Crore). The Award was received by Mr. S. Devarajan, Senior Vice President –Production Engineering.



The **Sustainability Awards** - instituted by the CII-ITC Centre of Excellence for Sustainable Development in 2006 - are a unique initiative to identify and recognise Indian business for their exemplary performance in economic, social and environmental dimensions of all their imperatives. These prestigious Awards - supported and sponsored by ITC Limited - focus on the strong link between the corporate reputation and customer trust, and feed into building brand value and public positioning of companies.

The rigorous assessment process is based on the concept of Triple Bottom Line (Economic, Environmental and Social Dimensions). A pool of specially trained assessors from diverse professional background conducts the assessment over 6 months utilising about 1000 hours per application. The results of each assessment are reviewed by the Jury at two stages before a final decision is taken.