



# CII AWARD FOR CUSTOMER OBSESSION

2019



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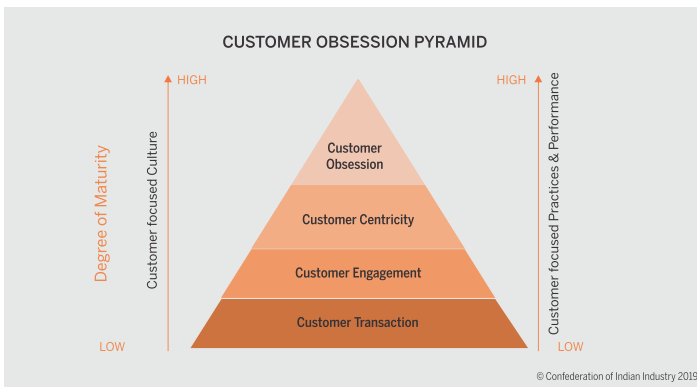
**WINNERS BOOKLET**



# ABOUT CII AWARD FOR CUSTOMER OBSESSION

Customer focused excellence is a value, embedded in the beliefs and behaviours of high-performing Organisations. Customer is an actual or potential user of your products or services. Customers include the end users of your products, as well as others who are immediate purchasers or users, such as organisations that uses your product as an input in their processes. Customer focus should be a factor in developing and integrating your organisation’s strategic directions.

**Confederation of Indian Industry (CII) institutionalized ‘CII Award for Customer Obsession’,** in 2016 for promoting a Customer Obsession Culture among Indian Industry. The Award recognise Customer Centric organisations where Customer is at the Centre of all that they do. The program also helps organisations to understand various elements that are critical for delivering superior customer experience across the value chain. The award program is based on the requirements of the ‘CII IQ Excellence Framework for Managing Customer Experience’.



The Assessment is carried out based on the requirements of the CII IQ Excellence Framework for Managing Customer Experience and Scoring guidelines. The

comprehensive, rigorous assessment is designed in line with internationally practiced assessment processes, further strengthened by leveraging the vast experience of CII in administering different awards including the CII-EXIM Bank Award for Business Excellence in India since 1994. Participants will gain immensely from this assessment, with a highly value adding, future focused actionable feedback, to drive the customer experience to the next higher orbit.

# RECOGNITION LEVELS

There are three levels of recognition, starting from the Recognition for Customer Engagement, and going up to the Award for Customer Obsession. The three levels from highest to lowest are:



These three levels demonstrates the characteristics of a customer centric organisation at different degrees of maturity on two dimensions: 1) Customer Focused Practices & Performance; 2) Customer Focused Culture, as represented in the Customer Obsession Pyramid structure.



Special Recognition - Leveraging Digital Technologies for Superior Customer Experience

## 1. Focusing on active Customer Engagement

Initially, organisation focuses on building customer engagement practices that continuously add value by understanding, anticipating and fulfilling customer needs, expectations and opportunities. They create appropriate engagement mechanisms at all levels of the organisation and at all stages of customer lifecycle.

## 2. Building a Customer Centric Organisation

Organisations that have institutionalised appropriate systems and practices for actively engaging with customers, transition from being product centric to a

customer centric organisation where customer is centre to all that they do, and plan to do in future. Active customer engagements get translated into value adding, innovative offerings and create a positive experience through the involvement of all their stakeholders across the value chain. Customer centricity becomes a way of life for such organisations.

### **3. Embedding Customer Obsession as a culture across the value Chain**

Organisations embrace “Customer First” approach in their value chain, to consistently deliver superior experience, to its customers. Customer experience becomes an obsession to these organisations and are recognised as role model for many of their customer focused practices.

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**Recognised for  
Customer Centricity**



Manufacturing - Large Business Organization



## Schneider Electric India Private Limited

Schneider Electric is a global specialist in energy management, providing an integrated solution across multiple market segments, including leadership positions in utilities & infrastructures, industries & machine manufacturers, residential and non-residential buildings, data centers & networks. We are focused on making energy safe, reliable, efficient, productive and green. We are into manufacturing products for electrical distribution, electric lighting systems critical power & cooling systems and energy optimization.

### Mission

Our mission is to do a great job for customers by creating best products & solutions & Simplifying the customer experience.



Our mission is to do a great job for our customers by creating the best products and solutions and simplifying the customer experience

"What I want is people to feel they are doing a great job for their customers. People should be proud of the knowledge they've accumulated and what they represent for the company, and I want Schneider people to be the most capable and engaged of their industry"  
Jean-Pascal Tricoire, our Chairman and CEO

Life is On | Schneider Electric

### Products & Services



- Power Systems**  
Grid Connected Products & Solutions
- Power Products**  
LV Products & Smart Connected Power Solutions
- Secure Power**  
Critical Power, Racks & Cooling Solutions
- Digital Energy**  
Power Quality & Metering, & Building Automation
- Home & Distribution**  
LV Power Distribution, Inverters, Batteries & Home Electricals
- Industrial Automation**  
Discrete & Process Automation
- Services**  
Energy & Sustainability Services, Grid Services & Field Services

Manufacturing - Large Business Organization

# TATA MOTORS

## Connecting Aspirations

### Tata Motors Limited

TML is India's largest Original Equipment Manufacturer (OEM) offering an extensive range of integrated, smart and e-mobility solutions. Part of the Tata group, Tata Motors was established in 1945, the Company remains committed to 'Connecting Aspirations' by offering innovative mobility solutions.

#### **Vision**

By FY 2023-24, we will become the most aspirational Indian auto brand, consistently winning by

- Delivering superior financial returns
- Driving sustainable mobility solutions
- Exceeding customer expectations, and
- Creating a highly-engaged workforce

#### **Mission**

We innovate mobility solutions with passion to enhance the quality of life.

#### **Products & Services**

- TML offers automotive products, ranging from sub-one-tonne to 49-tonne Gross Vehicle Weight (GVW) trucks, small, medium, and large buses and coaches and passenger vehicles.
- CVBU manufactures vehicles for cargo and passenger.
- CVBU operates through four product lines (PLs): M&HCVs, Light Commercial, SCV & pickups and Buses. Defence is treated as a separate project line.

Manufacturing - Large Business Organization



## Tata Steelium, an ECA brand of Tata Steel Ltd

Tata Steelium is amongst our champion ECA brands because the inspiration behind Steelium was the customer and it was the customer need that helped Tata Steelium not just trailblaze into the future way back in 2003 but break barriers while delighting the customer and making profits. We highlighted the fact that Tata Steelium was launched at a time when the market for cold rolled steel was fragmented and served by a host of undifferentiated products. It was to address this customer discomfort that Tata Steelium was designed. It arrived to provide total 'peace of mind' in purchase and consumption of cold rolled steel, through technological sophistication, assured availability, consistent quality, absolute professionalism, customization and with dedicated distribution and service channels.

### **Vision**

We aspire to be the global steel industry benchmark for Value Creation and Corporate Citizenship.

### **Mission**

Consistent with the vision and values of the founder Jamsetji Tata, Tata Steel strives to strengthen India's industrial base through effective utilization of staff and materials. The means envisaged to achieve this are best technology and high productivity, consistent with modern management practices. Tata Steel recognizes that while honesty and integrity are essential ingredients of a strong and stable enterprise, profitability provides the main spark for economic activity. Overall, the Company seeks to scale the heights of excellence in all it does in an atmosphere free from fear, and thereby reaffirms its faith in democratic values.

### **Products & Services**

A dominant player in the cold rolled segment, Tata Steelium Cold Rolled Sheets and Coils

### Manufacturing - Large Business Organization

serve a wide spectrum of customers in the auto ancillaries sector, the panel industry for electrical and telecom operations, the furniture industry, and the packaging industry as well.

Our products provide total peace of mind in purchase and consumption with assured availability, consistent quality, customisation, and dedicated distribution and service channels.

#### **Typical Applications:**

- Auto-ancillary
- Furniture
- Panels
- General Engineering
- Tubes
- Retail
- Stamping

#### **Benefits**

- Consistent mechanical properties
- Absolute flatness
- Consistent thickness
- Absolute cleanliness
- Superior surface finish
- Optimum formability and weldability

# Uber

## Community Operations, Uber India and South Asia

Community Operations (or CommOps) is the team responsible for building Uber's customer service network. The CommOps team strives to build a world-class support organization that scales effectively, is reliable and consistent, and provides unmatched service to the Uber community. They provide fast, accurate and empathetic responses to every issue faced by our customers (tickets) while gathering robust data and insights that are able to prevent future incidents. They are the interface between Uber's various internal functions and our customers..

### Vision & Mission

Uber's global mission is 'We ignite opportunity by setting the world in motion'. Ten years ago, Uber was born out of a watershed moment in technology. The rise of smartphones, the advent of app stores, and the desire for on-demand work supercharged Uber's growth and created an entirely new standard of consumer convenience. What began as "Tap a button, get a ride" has become something much more profound: ridesharing and carpooling; meal delivery and freight; electric bikes and scooters; and self-driving cars and urban aviation.

### Products & Services

We offer support to our customer via in-app help, phone, online, in-person, social media and chat. This is facilitated by a skilled, enthusiastic and innovative group of employees who work with our internal and external stakeholders to create truly magical experiences. We perform 4 main functions across Uber:

- Provide appropriate, empathetic outcomes to resolve customer contacts at scale
- Champion the voice of the customer to improve our product offering
- Go beyond customer support to focus on end to end customer experience to build loyalty
- Build a culture of customer obsession



**Recognised for  
Active Customer Engagement**

Manufacturing - Large Business Organization



## CANPACK INDIA PVT LTD

CANPACK India plant became operational in 2008 in Aurangabad, Maharashtra. From a mere 50 million per annum beverage can market then, the market has grown to 2 billion now. CANPACK India Pvt.Ltd. was the first company to manufacture Aluminium Beverage Cans in India. CANPACK operates three mega manufacturing plants in India – two for beverage cans and one for glass bottles, employing 750 people directly. CANPACK has rightfully earned its way to be the preferred partner for all its customers and gain dominant market share in India. This has been the result of the company's timely decisions on setting up plants at the right locations to give advantages to its customers, its unrelenting focus on conveying the environmental benefits of beverage cans to customers, and its CTS (Customer Technical Service) team's efforts to educate the fillers, transporters and retailers on how the beverage cans need to be handled. This is very important because though Beverage cans are made from Aluminium, they are not rigid like potatoes nor fragile like eggs.

### **Vision**

To be the leading and most admired beverage packaging solution company with high customer focus, by nurturing the best talent, delivering valued innovations and pursuing operational excellence.

### **Mission**

Leverage the Local and Global expertise to be a leading provider of solutions for our customers by delivering high quality, innovative and world class products and services, while maintaining the highest standards of governance and ethics.





Manufacturing - Large Business Organization

### **Products & Services**

CANPACK manufactures six different Beverage can sizes, split between both its locations.

- 500 mL
- 330 mL Fit
- 300 mL Fit
- 250 mL sleek
- 200 mL Pop
- 180 mL sleek



Manufacturing - Large Business Organization



## Cummins India Limited

Cummins in India, a power leader, is a group of complementary business units that design, manufacture, distribute and service engines and related technologies. Its technology and pioneering initiatives are bringing innovative solutions and dependable services at the best possible value to users across the country. Its high-performance outlook is based on customer focus, integrity and capability of its people.

### **Vision**

Innovating for our customers to power their success.

### **Mission**

Making people's lives better by powering a more prosperous world.

### **Products & Services**

Cummins India Limited, is the country's leading manufacturer of Diesel Engines including fuel systems, air handling, filtration, emission solutions and electrical power generation systems.

Our products key applications include – Power Generation, Automotive, Rail, Mining, Marine, Oil & Gas, Defence, Construction & Agriculture, Common Rail Fuel System, Air Filters, Coolants & Chemicals, Fuel Filtration, Lube Filtration, Transmission Filtration.

Manufacturing - Large Business Organization



**ElectroMech**

| Solutions | Service | Satisfaction |

## ElectroMech Material Handling Systems Pvt. Ltd

### VALUES

We live by the motto “Where there is a problem, there is a solution”. Our values trust, ownership, customer focus and growth impel everyone at ElectroMech in one direction, that of continuous progress in terms of profit, customer service and excellence.

Manufacturing - Large Business Organization



## HINDALCO INDUSTRIES LTD

Hindalco is a global Metals power house with a market cap of US \$8 billion and revenues of US \$18 billion (Rs 1, 15,809 Crs). Hindalco is the industry leader in aluminium and copper metals. Headquartered in Mumbai, India Hindalco along with its wholly owned subsidiary Novelis Inc. is the world's largest aluminium rolling company and one of Asia's biggest producers of primary aluminium.

Hindalco Industries has entered into a Memorandum of Understanding with the Madhya Pradesh Government, in Year 2006, to set up a Greenfield Aluminium Smelter Plant in the State. The project consists of a 3.59 lakh tonne Smelter Plant, 900 MW Captive Power Plant. The first Construction work at Mahan started on 09th Jul '2009. The First Metal Production at Mahan started in April 2013.

### **Vision**

To be a premium metals major, global in size and reach, excelling in everything we do, and creating value for its stakeholders.

### **Mission**

To relentlessly pursue the creation of superior shareholder value, by exceeding customer expectation profitably, unleashing employee potential, while being a responsible corporate citizen, adhering to our values.



Manufacturing - Large Business Organization

**Products & Services**



INGOT



SOW



WIRE ROD



BILLET

Manufacturing - Large Business Organization



## UltraTech Cement Ltd.

UltraTech Cement Ltd. is the largest manufacturer of grey cement, Ready Mix Concrete (RMC) and white cement in India. It is also one of the leading cement producers globally. UltraTech as a brand embodies 'strength', 'reliability' and 'innovation'. Together, these attributes inspire engineers to stretch the limits of their imagination to create homes, buildings and structures that define the new India.

The company has a consolidated capacity of 117.35 Million (including Bara) Tonnes Per Annum (MTPA) of grey cement. UltraTech Cement has 23 integrated plants, 1 clinkerisation plant, 27 grinding units and 7 bulk terminals, post the Century merger. Its operations span across India, UAE, Bahrain, Bangladesh and Sri Lanka. UltraTech Cement is also India's largest exporter of cement reaching out to meet the demand in countries around the Indian Ocean and the Middle East.

### Vision

To deliver superior value to stakeholders on the four pillars of SUSTAINABILITY, CUSTOMER CENTRICITY, INNOVATION AND TEAM EMPOWERMENT

### Mission

Making people's lives better by powering a more prosperous world.

### Products & Services

UltraTech provides a range of products that cater to the various aspects of construction, from foundation to finish. This includes Ordinary Portland Cement, Portland Blast Furnace Slag Cement, Portland Pozzalana Cement, White Cement, Ready Mix Concrete, building products and a host of other building solutions. Cement is sold under the brands 'UltraTech, UltraTech Premium and Birla Super.' White cement is manufactured under the brand name



## ACTIVE CUSTOMER ENGAGEMENT

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Manufacturing - Large Business Organization

of 'Birla White', ready mix concretes under the name of 'UltraTech Concrete' and new age building products under the names of 'Xtralite, Fixoblock, Seal & Dry and Readiplast'. UltraTech Building Solutions is a retail format that caters to the end consumer providing a variety of primary construction materials under one roof.



Manufacturing - Large Business Organization



## VIKRAM SOLAR LIMITED

Vikram Solar is a globally recognized leading solar energy solutions provider, specializing in high efficiency PV module manufacturing and comprehensive EPC solutions. Vikram Solar is the first company to gain recognition as Tier 1 Module manufacturing company in India by Bloomberg New Energy Finance. With 1.1 GW mark of annual PV Module production capacity in 2019, and 1040 MW of EPC capacity portfolio (commissioned + under execution) (Rooftop + Ground mounted) in India we have claimed presence across 6 continents today.

### **Vision**

Our vision is to aid in securing and bringing forward a sustainable future for all.

### **Mission**

Our mission is to uphold quality, performance, and customer centricity in offering best in class green energy solutions and services.

### **Products & Services**

A few of our polycrystalline modules are-

72 cell ELDORA Grand

- ELDORA Grand Ultima Silver

60 cell ELDORA Ultima Silver

- ELDORA Ultima All Black
- ELDORA Prime

In 2014, we introduced PERC technology-based modules. We focus on manufacturing



Manufacturing - Large Business Organization

high-efficiency poly-crystalline and mono-crystalline silicon PV modules. In 2017, we introduced our line of mono-crystalline module with higher energy generation capacity called 'SOMERA'.

Our Monocrystalline modules are-

Somera Series

72 Mono Cells

- SOMERA GRAND ULTIMA SILVER 1500V SERIES
- SOMERA GRAND 1500V SERIES

60 Mono Cells

- SOMERA ULTIMA SILVER 1500V SERIES
- SOMERA ULTIMA ALL BLACK SERIES
- SOMERA PRIME 1500V SERIES

In 2018, we launched 2 products, A new range of modules with half-cell technology that increases module output by ~15 Wp per module compared to standard PV modules. The technology also boasts efficiency up of 19.56%. And introduced TIGO Integrated Smart Module- Solivo. And in 2019, we launched new products in India (High-efficiency Multi Bus Bar half-cell modules) and the US markets (first bifacial PV modules along with half-cell module series in the U.S.), upholding the commitment of providing innovative and better quality products to our clients.

Services - Large Business Organization



## Aerial Telecom Solutions Pvt. Ltd.

Aerial Telecom Solutions Pvt. Ltd. is an ISO and OHSAS Certified company promoted by experienced telecom professionals. The company was established in Year 2010 and as on date It is an Approved Services partner for all major Telecom Operators, Infrastructure Providers as well as Equipment manufacturers in India. Aerial Telecom Solutions provides services in all domains of Telecommunications primarily on Network side, operates in all 22 telecom circles of India & has 4000+ employees with last FY turnover of Rs 168 Crores.

### **Vision**

To become cost effective solution provider by delivering highest level of quality service to our customers.

### **Mission**

To be the first choice of clients in Telecom Infrastructure and Services domain by offering complete spectrum of Telecom services at a competitive cost through quick delivery and maintaining highest quality standards.

### **Products & Services**

Aerial Telecom Solutions provides End to End bouquet of Technical Services to its Customers. Covers the complete life span of Telecom Network Services. Key services include:

1. New Telecom Tower Site Surveys, construction & Up gradation
2. Telecom Equipment Installation & Commissioning
3. Optical Fiber/Copper Roll Out
4. RF Drive Test & Optimization and Bench marking activities
5. Operations and maintenance of all Network elements at Tower sites



## ACTIVE CUSTOMER ENGAGEMENT

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2019  
★★★★★

Services - Large Business Organization

6. Resource Management - Telecom Engineers, Tower Technicians & Riggers services
7. Logistics & Fleet management
8. Digitalization - DKYC



Services - Large Business Organization



## ASUS India Pvt. Ltd

ASUS is a Taiwan-based, multinational computer hardware and consumer electronics company that was established in 1989. Dedicated to creating products for today's and tomorrow's smart life, which also known for the world's best motherboards, PCs, mobility, monitors, graphics cards and routers, and driven to become the most-admired innovative leading technology enterprise. With a globally 14,500 workforce that includes more than 5,000 R&D professionals, ASUS leads the industry through cutting-edge design and innovations made to create the most ubiquitous, intelligent, heartfelt and joyful smart life for everyone. Inspired by the In Search of Incredible brand spirit.

### **Vision**

To become the world's most admired innovative leading technology enterprise in the new digital era. ASUS is passionate about technology and driven by innovation. We dream, we dare and we strive to create an effortless and joyful digital life for everyone. We are always in search of incredible ideas and experiences

### **Mission**

In search of incredible innovations to create the most ubiquitous, intelligent, heartfelt, and joyful smart life products for everyone.

### **Products & Services**

#### **Products**

- Laptops & 2-in-1 PCs
- Phones
- Desktop & All-in-One PCs
- Motherboards



Services - Large Business Organization

- Graphics Cards
- Monitors.
- Networking products
- Peripherals.
- Commercial-Laptops, Servers & Workstations

### **Services**

- Customer Walk-in service. Onsite service, Pickup and Drop Service. Advance replacement process, Warranty Extension, Complete protection services based on different product lines.

Services - Large Business Organization



## City Corporation Limited

City Corporation Limited (CCL) is an ISO 9001-2008 & 14001-2004 certified, flagship City Group company, incorporated with the main objective of real estate and township development, construction and property management. The Company initiated some major real estate development projects including development of one of the largest integrated township in the country – Amanora Park Town, at Hadapsar, Pune

### Vision

“To create quality and eco-friendly shelters for the classes and masses through integrated townships and related infrastructure – commercial, social, educational, health and entertainment to provide the customers value for their money.”

### Mission

We plan to:

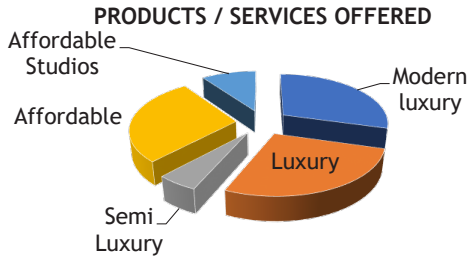
- Build at least 1 million sq ft ever year.
- Build houses for masses to contribute to PM's mission of house to all by 2022.
- Help the 'Smart City' movement in the country by making all our township projects smart & make available our expertise to others.
- Implement “green city” concept in real estate.

### Products & Services

- Amanora Park Town is in the business of “Making Life Hassle Free” for it's citizens through creating townships. Amanora Park Town has products / apartments & Villas catering to various socio economic segments.
- Amanora is “Privately Managed” township The company is managing the infrastructure in the township perpetually like municipal body.

Services - Large Business Organization

- We also provide social & physical infra services, different products offered can be seen below:



Services - Large Business Organization

# HÄFELE

## HÄFELE INDIA PVT. LTD.

Häfele India is a wholly-owned subsidiary of the Häfele Global network and has been operating in India since 2003 under the leadership of Mr. Jürgen Wolf (Managing Director). The ability of the company to understand the diverse Indian market has made it an authority in the field of architectural hardware, furniture and kitchen fittings and accessories. The company also has a strong presence in synergized product categories namely Appliances, Furniture Lighting, Surfaces & Water Solutions catering to the focused demand from these industries.

### **Vision**

“To be the most respected company in our industry and the preferred choice for interior fittings solutions in South Asia.”

### **Häfele Values**

- **OPEN-MINDED FAMILY SPIRIT:** We are a multicultural, family-owned and operated family business with strong common roots.
- **TEAM RELIANCE:** We are loyal to our company and true to ourselves. We foster an environment of trust and kind behaviour towards each other.
- **EMBRACING CHALLENGE:** We recognize performance and appreciate those that accept challenges and responsibility. We apply our skills and expertise and we are proactive in adapting to new situations.
- **CLIENT RELATIONSHIPS WITH A WOW-FACTOR:** We adapt our business to each market. With the Häfele brand we offer added value and become a valuable partner for our customers.

### **Products & Services**

Häfele is an interior specialist brand that provides true functionality to every interior space,



### Services - Large Business Organization

from hotels to offices to homes; and delivers quality and premium interior solutions for any given application from main doors to interior and exterior partitions, from kitchens to bathrooms and from living rooms to bed rooms. Häfele's solution portfolio includes the following categories:

- **Door Solutions:** Door hinges, door controllers, door handles, pivot systems, accessories for doors, mechanical locking systems, digital access control systems, complete glass solutions etc.
- **Furniture Hardware:** Hinges for furniture doors, flap-fittings, furniture handles, drawer systems, furniture handles, bed fittings, table fittings, mechanical locking systems, wardrobe accessories, office systems etc.
- **Sliding Solutions:** External and Internal sliding partitions, movable partitions, wardrobe and furniture sliding systems etc.
- **Kitchen Solutions:** Storage solutions in kitchens (tall units, corner cabinets, lift-up systems, drawer systems), open shelving systems and profiles, kitchen sinks and faucets, waste management systems, kitchen handles and accessories etc.
- **Home Appliances:** Built-in and free-standing range of home appliances including built-in hobs, cooker-hoods, steam ovens, microwave ovens, dishwashers, refrigerators, counter-top appliances, washing machines and washer-dryers etc.
- **Bathroom Solutions:** Washbasin mixer-taps, bathtub mixer taps, shower systems, vanity storage solutions, vanity mirrors, bathroom accessories etc.
- **Furniture Lighting:** Drawer lights, inner cabinet lights, under-cabinet lights, plinth lights, decorative lights, deck lights, sensor systems, drivers, plugs etc.
- **Interior Surfaces:** Kitchen work-top surfaces, furniture door surfaces, wall claddings, flooring etc.

Services - Large Business Organization



## K Raheja Corp

K Raheja Corp is a success story spanning six decades and stands today as one of India's leading developers, having pioneered the concepts of self-contained townships and commercial business districts in the country. Premeditating the changes in the industry, the Company continually crafts state-of-the-art spaces to meet the ever-changing demands of the market. With business diversified across industries of realty, hospitality, retail, malls and power, K Raheja Corp has extensive acumen in all sectors of development.

### **Vision**

To be a trusted leader in the realty industry, as a creator of enduring experiences for customers, partners and employees alike. To create inspiring landmarks that push the limits of real estate and uncover new horizons of commercial and residential realty

### **Products & Services**

The K Raheja Corp (KRC) Group is one of India's leading real estate conglomerates with an experience spanning over six decades in developing and operating assets across various real estate and retail verticals. The KRC Group (erstwhile part of integrated family business since 1956) was formed in 1996 after the split of the family business. It started with its first office development spread of over 140 acres in Malad, MMR (Mindspace Malad), which currently is a large business park of global standards and infrastructure. Since then, the Group has grown multifaceted with presence across asset classes like office with brand names Mindspace and Commerzone, hospitality – with Chalet Hotels Ltd., malls – with Inorbit Malls, residential – with brand names Artesia, Vivarea, Vistas and Viva and retail – Shoppers Stop, Crossword Bookstore and geographies spread across India. From exquisite residences to adaptive workplaces, skillfully created hotels and convention centres to leading retail destinations, the group has made a significant impact on the evolution of modern-day living.

Services - Large Business Organization



◇ KIRTILALS

## KIRTILAL KALIDAS JEWELLERS PRIVATE LIMITED

Kirtilals is a leading Diamond Jewellery Brand Renown for its Quality of Diamonds and Jewellery across South India. Kirtilals was established in the year 1939 and has a Legacy of 80 years in the field of Diamond Jewellery. Kirtilals enjoys the privilege of serving Four Generation Clientele across the Globe

### **Vision**

“To bring joy and satisfaction to consumers and give expression to their emotions by providing them with the best of the jewelry with the highest quality standards.”

### **Mission**

“To bring joy and satisfaction to consumers and give expression to their emotions by providing them with the best of the jewelry with the highest quality standards.”

### **Products & Services**

Diamond Jewellery Retail with Omni channel experience.

Services - Large Business Organization



## Prione Business Services Pvt. Ltd.

In 2014, Prione Business Services (a JV between Catamaran Ventures and Amazon) was born from a vision to empower and enable small and medium businesses (SMBs) in India's fast-growing digital economy, with a focus on both their short-term and long-term growth. Since then Prione has grown to employee 600+ people and enabled 100,000 SMBs on Amazon Marketplace and digital payment space, across 20+ categories in over 100+ cities in India. For more about Prione, please visit <http://www.prione.in/>.

### Vision

Prione's vision is to enable SMBs to take advantage of the fast growing digital economy by creation, maintenance and upgrading of SMB capabilities from the offline unorganized world to the new age organized digital market. We believe that the development of Small & Medium businesses is key to inclusive growth of the economy which touch upon the lives of multiple business & social segments of Indian Society. SMBs potential to grow with the help of e-commerce, a highly engaged form of digital technology, and their contribution to Indian economy in the long term, make us believe in our organization's vision.

### Mission

Prione's mission is to continue to grow the number of MSMEs in India from 6.3 Crore units which provide employment to around 11.7 Crore people currently. With increasing internet connectivity, websites and e-commerce, we hope to continue to transform the SMB landscape in India.

### Products & Services

In line with its vision, Prione offers services which help SMBs to digitize their business and provides them avenues to grow their businesses through digital enablement. Following are the broad categories of services offered by Prione:



## ACTIVE CUSTOMER ENGAGEMENT

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1. Enabling SMBs on the e-commerce marketplace
2. Helping SMBs adopt products to grow their business
3. Consulting SMBs to boost their e-commerce business
4. Services to Digitise Products
5. Enablement of Handloom & Handicraft Selection
6. Digital Payment Enablement



Services - Large Business Organization



## Rhea Healthcare Pvt Ltd

Motherhood Hospitals is a leading chain of women & children's hospital with 11 centres across Bengaluru, Chennai, Pune, Mumbai, Indore, Coimbatore & Noida. Motherhood is led by highly accomplished clinicians, supportive nursing care ably supported by the latest technologies and treatment protocols to deliver exceptional care for women & children.

### **Vision**

To be the leading network of women & children's hospitals in India"

### **Mission**

Deliver an exceptional healthcare experience to women, children and their families, steered by the highest standard of competence, care and service excellence

### **Products & Services**

- Birthing
- Gynaecology
- Minimally Invasive Gynaecology Surgery
- Paediatrics
- Level III Neonatal Intensive Care (NICU)
- Fertility
- Maternal-Fetal Medicine

Services - Large Business Organization



## RITES Limited, Quality Assurance Division

RITES Ltd., a "Mini Ratna", Schedule-"A", Category-I Central Public Sector Enterprise under Ministry of Railways. RITES is an ISO 9001:2015 certified, multi-disciplinary engineering and consultancy organization providing diversified and comprehensive array of services from concept to commissioning in all facets of transport infrastructure and related technologies. Quality Assurance (QA) Division is one of the premier Divisions of RITES, engaged in Quality Surveillance and Pre-Dispatch Inspections of parts, equipment, plants and material since 1975 in India and abroad. RITES is a standing Third Party Inspection Agency for Indian Railways.

### Vision

Be the foremost provider of techno-economic services and solutions globally in the Transportation and associated Infrastructure sector.

### Mission

- Provide concept to commissioning consultancy, design, engineering and turnkey solutions including knowledge management in the field of Transport, Transportation Infrastructure and related technologies of highest professional standards.
- Establish new national / international trends and practices and assimilate state-of-the-art technologies to provide quality and value to client.
- Be a think tank for development of National policies, priorities and strategies in the Transportation and Infrastructure sector.

### Products & Services

- Design, engineering consultancy and project management services for transport infrastructure sector with focus on railways, urban transport, roads and highways,

### Services - Large Business Organization

- ports including land ports, inland waterways, airports etc.
- Quality Assurance Services including Third party inspection and capacity & capability Assessment.
- Leasing, export, maintenance and rehabilitation of Railway Rolling Stock and manufacturing of Wagons.
- Turnkey projects for railway workshops, track doubling, new / additional railway line, railway electrification and up gradation of railway stations, wind, solar and other renewable energy projects and power procurement for Railways.



Services - Large Business Organization



## Shriram life Insurance Company Limited

Shriram life insurance company, founded in 2006 with the objective of reaching out to the 'Aam Admi Segment', prides itself on its deep understanding of this customer segment. The company's philosophy, is to penetrate into rural India where the awareness of life insurance is still bare minimum and provide life insurance protection to the underserved section of India

### **Vision**

To become the number one life insurance company in India serving and addressing the needs of the mass market. The company exists with the purpose to spread financial protection by reaching out by to those families which need life insurance the most.

### **Products & Services**

The segment that the company works has certain inherent barriers of entry considering the unique needs of customers especially in remote rural areas. Shriram Life Insurance Company has thus innovated products and services that cater to the requirements of these customers. The company offers a wide array of life insurance products including low ticket size products that are simpler to understand and has guaranteed benefits.

Services - Large Business Organization

**POWER OF SIMPLICITY**

## Tally Solutions Pvt. Ltd.

Tally Solutions Pvt. Ltd. is a pioneer in the business software products industry. Since its inception in 1986, Tally's simple yet powerful products have been revolutionizing the way businesses run. Having delivered path breaking technology consistently for more than 3 decades, Tally symbolizes unmatched innovation and leadership. With the trust of nearly 2 million businesses worldwide, it caters to more than 6 million users across industries in over 100 countries. The brand has one of the largest partner ecosystem in the country with more than 25,000 partners associated with the company directly to provide a seamless and delightful customer experience.

### **Vision**

"To make everyone who touches Tally Happier" Our vision is to "Be the technology fabric that drives the economic growth of the world by 2030"

### **Mission**

Become Role Model TallyWalas that customers love, remember, and recommend.  
For Our Partners: Create and help partners establish this 'well-wisher' reputation in the market for a strong and passionate partner ecosystem

### **Products & Services**

Built on Tally's philosophy of delight the customers, Tally's products work the principles of Simplicity, Reliability, Flexibility and Speed. Tally Solutions Pvt. Ltd. offers below product for business

Tally.ERP9: The core product of Tally, available in two types as single user and multiuser

Tally.Server9: To enhances the power and control of Tally.ERP 9

Tally Software Services (TSS): a software subscription which provide multiple services which add great value to Tally.ERP

Services - Large Business Organization



THE HINDU GROUP

## THG Publishing Pvt Ltd (The Hindu Group of Publications)

Kasturi & Sons Ltd (KSL), an institution established in 1878 is most famously known for its flagship newspaper, The Hindu. What was then a weekly, moved on to become a tri-weekly, and later, in 1889, an evening daily.

In 1921, The Hindu installed a rotary printing press and modern linotype composing machines, setting the trend the paper follows to this day of being first with modern newspaper technology in India. The Hindu was the first newspaper in the country to have a tele printer connection in 1938 from the central telegraph office of India to receive news. It was also the first in India, in 1962, to charter a plane to deliver its newspapers to Bangalore, Coimbatore and Madurai and their hinterlands by operating planes chartered from The Indian Airlines Corporation. In 1995, The Hindu became the first newspaper in India to have its own website- [www.thehindu.com](http://www.thehindu.com).

With many more milestones during its 140-year journey, the organisation has grown to become the house of seven unique publications and over twenty digital products spread across websites, apps and e-commerce portals, with a view to inform and reflect public opinion. It offers something substantial for different reader segments and catering suitably to their requirements

### **Business Values**

The code of business values describes how we want to conduct ourselves in order to create value for our consumers, our people, and our organisation.

### **Honesty & Integrity**

We stand up for what we believe in and hold ourselves accountable for our actions. We speak the truth and openly share our thoughts to ensure the right outcome for the organisation.

Services - Large Business Organization

### **Respect**

We communicate and interact with one another with courtesy and understanding. We have the highest regard for others' time, commitments and space.

### **Humility**

We are humble in our speech and actions, while demonstrating a constant willingness to learn and better ourselves.

### **Excellence**

We aim to perform at our best with a positive attitude to achieve excellence in our day-to-day work.

### **Consumer Focus**

We strive for a win-win relationship with all our consumers – readers, advertisers and other stakeholders – and constantly challenge ourselves to improve their experience.

### **Transparency & Fairness**

We deliver what we promise and have the humility to acknowledge when we go wrong. We appreciate the good work of our colleagues, while being open and constructive in our feedback

### **Meritocracy**

We reward performance and results driven by sincerity, team work and attention to detail. We celebrate positive outlook and outcomes irrespective of position or role.

### **Commitment to Social Good**

We are responsible and good citizens in the communities in which we live and work.

### **Products & Services**

1. DAILY NEWSPAPERS: The Hindu, BusinessLine, The Hindu In School
2. 2 MAGAZINES: Sportstar (bi-monthly), Frontline (bi-monthly), Young World (weekly), The Hindu In School Weekender (weekly)
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Services - Large Business Organization

5. DIGITAL VENTURES:

- Digital products: The Hindu e-paper, BusinessLine on Campus, Young World Club, STEP
- Web portals: thehindu.com, frontline.in, thehindubusinessline.com, thehindu.com/THread, sportstar.thehindu.com, thehinducentre.com
- E-Commerce: The Hindu images, publications.thehindugroup.com, lounge.thehindu.com
- Apps (iOS & Android): The Hindu, The Hindu Briefcase, BusinessLine

Services - Small &amp; Medium Business Organization



## LM Energy & Software Pvt. Ltd.

LMES iConnectWe is committed to digital empowerment by bringing the technology revolution to the remotest rural communities in India. It makes villages smarter and life easier by enabling technology driven smart-solutions in the rural eco-system. Partnering with Facebook, LMES iConnectWe brings unparalleled connectivity and ubiquitous network coverage, reaching the remotest areas in the country.

### **Vision**

Bridging the rural – urban digital divide remains the core vision of iConnectWe. With technology focussed initiatives, we lay the foundation for smart solutions that create efficient eco-systems, drive growth and make life easier. Our aim remains to serve as a major catalyst to create opportunities in IOT, education, healthcare and financial services, as well as drive business and enterprise growth in the Indian rural and semi-urban landscape.

### **Mission**

iConnectWe ("iCW"), a LM Energy & Software Pvt. Ltd. (LMES) initiative, has an objective to build a "Public Wi-Fi Network" across the "Indian Unconnected domain". iCW is working towards building a bridge between the Urban and Rural "connectivity divide" and committed to serve our Rural population, while embracing digital play, will move from existing pillar of Entertainment to Education, Enterprise and Content.

### **Products & Services**

iCW believes in "partner in progress" and we have officially "On-boarded" 1800+ retailers till date, to extend our reach to the remotest parts of our first operation in Rajasthan. We already have about 900,000+ customers on-boarded onto our Wi-Fi platform. Our network is spread to more than 2000 Public Wi-Fi hotspots and 3000+ Rural Enterprises (like

Services - Small & Medium Business Organization

schools, banks, government service centres, education institute, gram panchayats) who have become our permanent customers. Roll out of another 2000 hotspots is in progress and is targeted to be launched before this year end. We are present in more than 30 towns of Rajasthan already and are now expanding to Jammu, followed by Punjab.

To address the challenge of last mile internet connectivity in Rural India, wireless data communication technologies (Wi-Fi Network) is the best alternative and can play an important role in the penetration of internet connectivity in terms of:

- Ease of Deployment
- Faster Roll out
- Flexibility of putting infrastructure as per usage requirement
- Easy to install, Low Opex and maintenance
- Most cost effective as per density of users
- Future Proof

Moreover, Telecommunication Service Providers, wherever not present, can also use Public Wi-Fi Network by offloading their mobile data. This will help TSPs to enhance their reach to rural area and similarly Opex cost of Wi-Fi network will also be reduced due to share in revenue of TSPs. ICONNECTWE in its mission of connecting India has already rolled out close to 2000+ hotspots in Rural Rajasthan and brought in change to the lives of 900k+ users presently, be it students or enterprises or farmers. Please visit [www.icconnectwe.com](http://www.icconnectwe.com) for testimonial. We have a centralized customer support and customer care center, with dedicated toll-free number for the customers. This team focuses on customer query and issue resolution. There is also a dedicated network operations center (NoC) for technical problem resolution. We have various network management tools and troubleshooting tools for preventive and corrective maintenance activities.

Services - Small &amp; Medium Business Organization



## YLG SALON ( R&R SALONS PVT LTD)

At YLG, We do great! Good is just a four letter word. Go for Great. The name itself says it all – “you look great!” Your official beauty destination YLG, offers innovative beauty services that you need for a complete couture look. All of our services are tailor made to suit the contemporary woman. In 2009, YLG established its first salon off Airport Road, Bangalore. YLG opened with a promise – consistently deliver world class services to all customers across all Salons, bringing the best products and services from across the world to the Indian woman at reasonable prices. And the founder couple of Rahul and Vaijayanti Bhalchandra being IIT graduates (Engineers turned beauty specialists!) have translated into a whole new way of how a Salon is run in India! This has now been extended to delivering the same quality of service at salon & at home. This way continues to strike a chord with our ever growing band of happy customers and today YLG has over 62 salons across Bangalore, Chennai and Hyderabad with over 5, 00,000 loyal customers. Our sole aim is to make you look great.

### **Vision**

To build a long term beauty business which adds great value to its customers and stakeholders. YLG has evolved from being single city brand to being a pan India brand, which provides state-of-the-art beauty services to its customers with greatest consistency across its chain. YLG has developed its unique and highly effective products which are highly appreciated by the customers.

### **Mission**

YLG is committed to bring the best products and services from across the world to the Indian woman at reasonable prices. With this mission, YLG has created a niche.



Services - Small & Medium Business Organization

### **Products & Services**

**Products:** We are the only brand that brings to its customers both fashion and care. Our product range not only has fashion essentials but also guarantees that we offer an elaborate range of care products. We trust that fashion alone is not enough for our customer's equal care has to be taken to ensure good health of our skin and hair.

**Services:** The services offered by YLG Salons is unique in the true sense as there is no other salon that offers the same or even similar service in terms of waxing, or the technology used for facials or hair spas. This way continues to strike a chord with our ever growing band of happy customers and today YLG has over 62 salons across Bangalore, Chennai and Hyderabad with over 5, 00,000 loyal customers. Our sole aim is to make you look great.

Manufacturing - Small &amp; Medium Business Organization



## WMW Metal Fabrics Ltd

WMW has a rich history of 5 decades of experience in weaving technical textiles. It has been supplying speciality broad loom woven mesh to multifarious industrial segments across the world and is known for reliability and consistent quality.

Today WMW is one of India's largest mesh weavers for the filtration industry and its name resonates with the quality it is known for. We produce a wide range of technical textiles using different materials. Our production and quality systems are TUV NOR D GmbH certified. WMW's state of the art facility with German machinery and modern techniques combined with perseverance for innovation has helped it become the company it is today. What began as a small company is now a constantly growing enterprise with a global approach.

### **Vision**

To work with our customers with integrity, deliver superior products & solutions that help solve customer pain points and to always strive to be the best in its field.

To build a company that people love to work in.

### **Mission**

WMW Metal Fabrics Ltd. is committed to produce and supply value added products of international standards to achieve total customer satisfaction by maintaining high quality parameters, on time deliveries and competitive costs.

We will strive to increase our standards of technical capabilities and productivity by continual improvement through personnel skill development, machine & process up gradation and mitigate the possible risks related to internal & external factors.

We shall work as a team and share results as a team.



Manufacturing - Small & Medium Business Organization

**Products & Services**

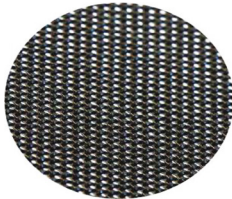
WMW manufactures a wide range of technical textiles for a plethora of applications. The most common meshes used are for filtration and are selected for their micron openings to ensure particle size separation to the minutest accuracy. Our meshes are made for the most rigorous applications to ensure they are rigid, stable and durable made to international ASTM weaving standards.

**Standard Plain and Special weaves**

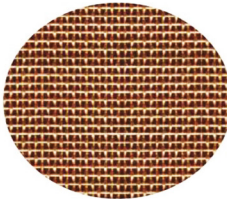
\*as per International weaving standards ASTM

4 Mesh / Inch – 25 Mesh / Inch

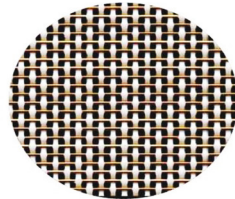
25 Mesh / Inch – 300 Mesh / Inch



STAINLESS STEEL  
MESH



PHOSPHOR BRONZE  
MESH



HYBRID MESH





## Special Recognition : Leveraging Digital Technologies for Superior Customer Experience



Services - Large Business Organization



## City Corporation Limited

City Corporation Limited (CCL) is an ISO 9001-2008 & 14001-2004 certified, flagship City Group company, incorporated with the main objective of real estate and township development, construction and property management. The Company initiated some major real estate development projects including development of one of the largest integrated township in the country – Amanora Park Town, at Hadapsar, Pune

### Vision

“To create quality and eco-friendly shelters for the classes and masses through integrated townships and related infrastructure – commercial, social, educational, health and entertainment to provide the customers value for their money.”

### Mission

We plan to:

- Build at least 1 million sq ft ever year.
- Build houses for masses to contribute to PM's mission of house to all by 2022.
- Help the 'Smart City' movement in the country by making all our township projects smart & make available our expertise to others.
- Implement “green city” concept in real estate.

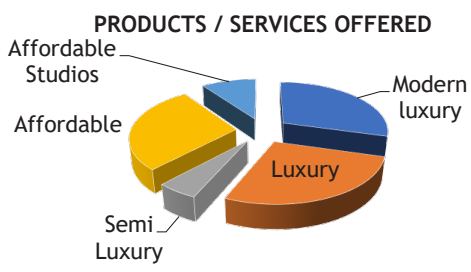
### Products & Services

- Amanora Park Town is in the business of “Making Life Hassle Free” for it's citizens through creating townships. Amanora Park Town has products / apartments & Villas catering to various socio economic segments.
- Amanora is “Privately Managed” township The company is managing the infrastructure in the township perpetually like municipal body.



Services - Large Business Organization

- We also provide social & physical infra services, different products offered can be seen below:





Manufacturing - Large Business Organization



## Schneider Electric India Private Limited

Schneider Electric is a global specialist in energy management, providing an integrated solution across multiple market segments, including leadership positions in utilities & infrastructures, industries & machine manufacturers, residential and non-residential buildings, data centers & networks. We are focused on making energy safe, reliable, efficient, productive and green. We are into manufacturing products for electrical distribution, electric lighting systems critical power & cooling systems and energy optimization.

### Mission

Our mission is to do a great job for customers by creating best products & solutions & Simplifying the customer experience.



Our mission is to do a great job for our customers by creating the best products and solutions and simplifying the customer experience

"What I want is people to feel they are doing a great job for their customers. People should be proud of the knowledge they've accumulated and what they represent for the company, and I want Schneider people to be the most capable and engaged of their industry"  
Jean-Pascal Tricoire, our Chairman and CEO

Life is On | Schneider Electric

### Products & Services



- Power Systems**
  - Grid Connected Products & Solutions
- Power Products**
  - LV Products & Smart Connected Power Solutions
- Secure Power**
  - Critical Power, Racks & Cooling Solutions
- Digital Energy**
  - Power Quality & Metering, & Building Automation
- Home & Distribution**
  - LV Power Distribution, Inverters, Batteries & Home Electricals
- Industrial Automation**
  - Discrete & Process Automation
- Services**
  - Energy & Sustainability Services, Grid Services & Field Services

Manufacturing - Large Business Organization

# TATA MOTORS

## Connecting Aspirations

### Tata Motors Limited

TML is India's largest Original Equipment Manufacturer (OEM) offering an extensive range of integrated, smart and e-mobility solutions. Part of the Tata group, Tata Motors was established in 1945, the Company remains committed to 'Connecting Aspirations' by offering innovative mobility solutions.

#### Vision

By FY 2023-24, we will become the most aspirational Indian auto brand, consistently winning by

- Delivering superior financial returns
- Driving sustainable mobility solutions
- Exceeding customer expectations, and
- Creating a highly-engaged workforce

#### Mission

We innovate mobility solutions with passion to enhance the quality of life.

#### Products & Services

- TML offers automotive products, ranging from sub-one-tonne to 49-tonne Gross Vehicle Weight (GVW) trucks, small, medium, and large buses and coaches and passenger vehicles.
- CVBU manufactures vehicles for cargo and passenger.
- CVBU operates through four product lines (PLs): M&HCVs, Light Commercial, SCV & pickups and Buses. Defence is treated as a separate project line.



Services - Large Business Organization



THE HINDU GROUP

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Services - Large Business Organization

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Services - Large Business Organization

5. DIGITAL VENTURES:

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- E-Commerce: The Hindu images, publications.thehindugroup.com, lounge.thehindu.com
- Apps (iOS & Android): The Hindu, The Hindu Briefcase, BusinessLine









# CII AWARD FOR CUSTOMER OBSESSION 2019

## Our Winners



For information Contact :

**Mr. Ramesh Karwani**

Director & Head of ICT Sector

E-mail: [ciiawards@cii.in](mailto:ciiawards@cii.in) • Tel: +91-124-4014060-67



## Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has more than 9100 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from 291 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

India is now set to become a US\$ 5 trillion economy in the next five years and Indian industry will remain the principal growth engine for achieving this target. With the theme for 2019-20 as 'Competitiveness of India Inc - India@75: Forging Ahead', CII will focus on five priority areas which would enable the country to stay on a solid growth track. These are - employment generation, rural-urban connect, energy security, environmental sustainability and governance.

With 68 offices, including 9 Centres of Excellence, in India, and 11 overseas offices in Australia, China, Egypt, France, Germany, Indonesia, Singapore, South Africa, UAE, UK, and USA, as well as institutional partnerships with 394 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community.

### Confederation of Indian Industry

The Mantosh Sondhi Centre

23, Institutional Area, Lodi Road, New Delhi – 110 003 (India)

T: 91 11 45771000 / 24629994-7 • F: 91 11 24626149

E: [info@cii.in](mailto:info@cii.in) • W: [www.cii.in](http://www.cii.in)

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