



Confederation of Indian Industry



# PINNACLE AWARDS

For Excellence in Manufacturing  
2023

3<sup>rd</sup> Edition

CII Naoroji Godrej Centre of Manufacturing Excellence  
Mumbai



# CII PINNACLE AWARDS FOR EXCELLENCE IN MANUFACTURING 2023

CII Pinnacle Awards for Excellence in Manufacturing, instituted in the year 2019, is India's one of the most prestigious Award for Excellence in Manufacturing that any Indian company can aspire for.

India today is one of the fastest growing economies and is on the pathway to becoming the Manufacturing Hub in the world. This is in line with the Government of India's "Make in India" Initiative, the overall objective of which is to enhance the manufacturing sector's contribution to GDP to 25% by 2025. The manufacturing sector today is faced with huge untapped potential and holds the promise of becoming a super-engine for economic growth and job creation, with various factors contributing towards strengthening of the ecosystem for manufacturing excellence, like the PLI Schemes for key segments; widespread digital transformation; a strong start-up ecosystem; a more level-playing field and several other factors.

The Awards is based on a comprehensive Manufacturing Evaluation Framework. The Framework covers seven different segments and offers a 360-degree approach towards measuring and recognizing an organisation's performance in their journey towards Manufacturing Excellence.

## DEFINING MANUFACTURING EXCELLENCE

Empowering People to drive transformation in Manufacturing through Technological Breakthrough, Internal and External Collaborations, Improvement in Operations, Enhanced Market Knowledge, Sustainable Solutions, Effective Policy Management, and Behavioral Change.

## OBJECTIVES

To recognise and reward Excellence in Manufacturing

To facilitate sharing of knowledge and implementation of best practices among Industry

To inculcate spirit of development of the manufacturing excellence, at the firm level, with an aim to become globally competitive

## 2ND EDITION - THE WINNERS

### Large Enterprise



Winner

**Mahindra & Mahindra**  
Farm Equipment Sector,  
Zaheerabad Plant, Telangana



1st Runner Up

**ITC Ltd., ICML**  
Haridwar, Uttarakhand

### SME



Winner

**Takshi Auto Components Private Ltd**  
Pune, Maharashtra



1st Runner Up

**Sagar Asia Private Ltd.**  
Medchal, Telangana



# WHY PARTICIPATE?

To get recognised for Manufacturing Excellence

To get introduced to a 360-degree view of Manufacturing

To get benchmarked among other manufacturing organisations

To trigger transformation from a small "m" to big "M" mindset

To receive feedback on improvement opportunities

To learn through immersive Manufacturing Best Practices

Site visit for shortlisted Applications in the Final Round

## THE AWARDS

The CII Awards for Excellence in Manufacturing will recognise merit for the following categories

Awards Category	Large Enterprise*	SMEs*
Consolidated Category		
TOP Manufacturer of the Year	One	One
First Runner Up of the Year	One	One
Second Runner Up of the Year	One	One
For Domain Excellence**		
Top Performer in Policy	One	One
Top Performer in Technology	One	One
Top Performer in Production	One	One
Top Performer in Market Dynamics	One	One
Top Performer in Behavioural Aspects	One	One
Top Performer in Sustainability	One	One
Top Performer in Collaboration	One	One

\*Award(s) may not be given in any category(ies) in case of no suitable applications.

\*\* Excluding the top 3 Winners from the Consolidated Category [for both Large Enterprises and SMEs]



# ELIGIBILITY

The following may apply

- Companies/ Firms registered in India as a legal entity
- For MNCs, the Indian Subsidiary may apply
- Large organisations can apply at Plant/ SBU/Unit Level
- Companies/ Firms from the SME Category

## Large Enterprise

Revenue: > INR 250 crores

Investment: Above INR 20 crores

## SME\*

Revenue: < INR 250 crores

Investment: Less than INR 20 crores

\*Enterprises engaged in the manufacture or production, processing or preservation of goods. Investment in plant and machinery is the original cost excluding land and building and the items specified by the Ministry of Small-Scale Industries vide its Notification No.S.O.1722(E) dated October 5, 2006.

#Proof of the investment figure (a certificate by the auditors) is to be shared at time of Registration. In case of a CII Member, company's membership certificate would suffice.

# EXCELLENCE FRAMEWORK DOMAINS

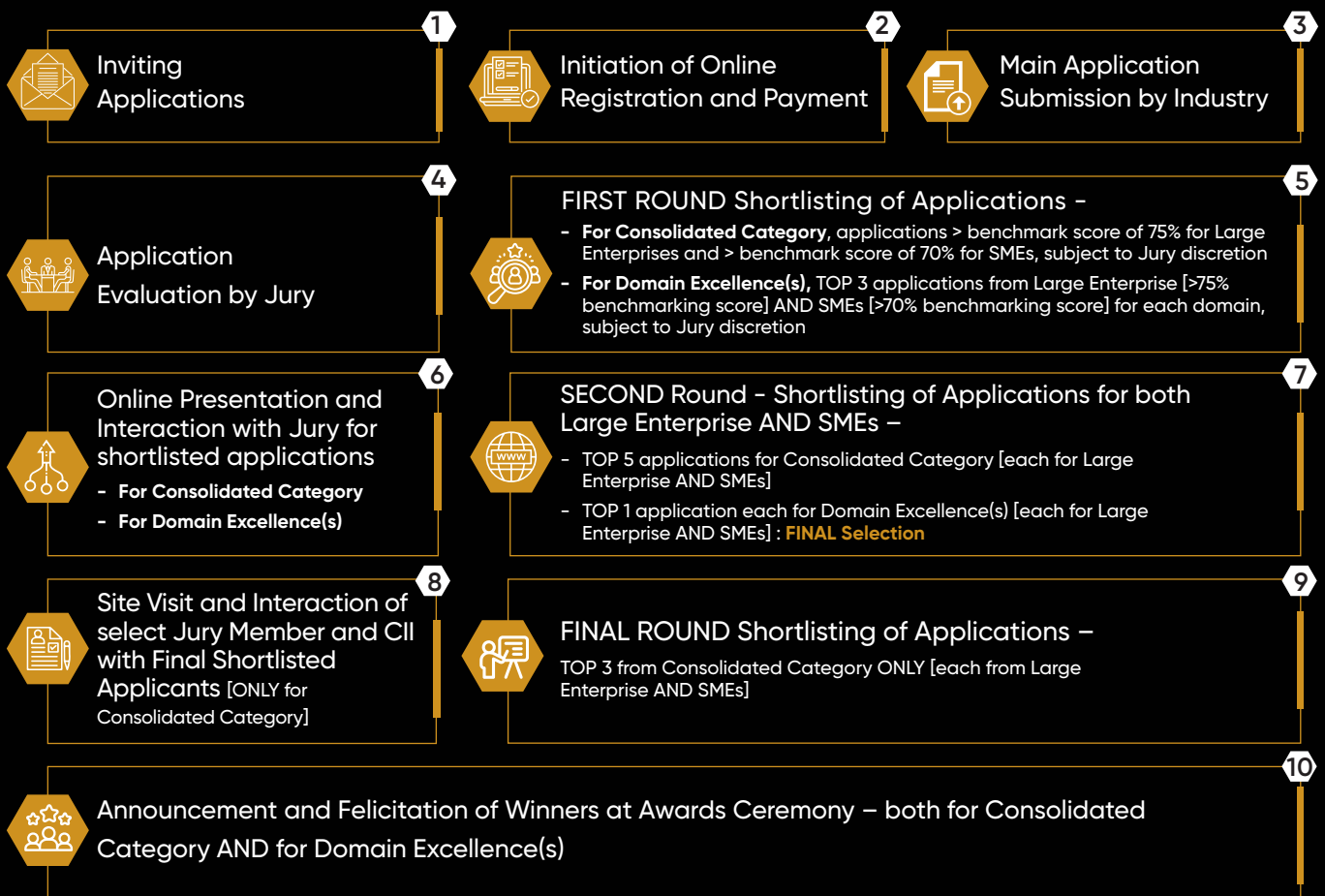
Assessment will follow the following seven domains defining the Excellence Framework



Note : The application process requires active collaboration among all departments of a company.



# PROCESS FLOW



**IMPORTANT:** Companies applying for the Awards will automatically be considered for Domain Excellence(s). No separate application is required.

No application(s) may be shortlisted in a particular category(ies), in case suitability is not ascertained.

For site visit in the Final Round, shortlisted applicant companies have to bear the cost towards flight tickets, local transport and accommodation for 1 Jury Member and 1 CII Staff.

## TIMELINE

Application Opens + Registration Process begins  
**Monday, 17 July 2023**

Last date for Submission of Registration Form (along with Application Fees)\*  
**Monday, 25 September 2023**

Last date for submission of Main Application  
**Wednesday, 25 October 2023**

First Round Shortlisting of Applications  
**Friday, 24 November 2023**

Online Presentation and Interaction with Jury  
**Monday, 27 November 2023 – Friday, 15 December 2023**

Second Round Shortlisting of Applications  
**Thursday, 21 December 2023**

Site Visit Period for Shortlisted Applications [for both Large Enterprises AND SME]  
**Wednesday, 03 January 2024 – Saturday, 20 January 2024**

Announcement of WINNERS - TOP 3 Applications [each for Large Enterprise AND SME categories] and TOP 1 Application for Domain Excellence(s) [each for Large Enterprise AND SME categories]  
**Thursday, 25 January 2024**

Awards Ceremony and Felicitation of Winners  
**To be Intimated post completion of process**

\*Please note that the Application Forms will be shared with Participating Companies post completion of Registration Process

## APPLICATION FEES\*

The applicable fee structure per application is as follows :

CII Members  
(Large Enterprise)  
**INR 70,000/-**

Non Member Companies  
(Large Enterprise)  
**INR 85,000/-**

CII Members  
(SMEs)  
**INR 50,000/-**

Non Member  
Companies (SMEs)  
**INR 65,000/-**

### Important :

- 18% GST will be levied on the applicable fee per application
- CII Members to provide Membership No. at the time of Registration



### 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.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. 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.

As India strategizes for the next 25 years to India@100, Indian industry must scale the competitiveness ladder to drive growth. It must also internalize the tenets of sustainability and climate action and accelerate its globalisation journey for leadership in a changing world. The role played by Indian industry will be central to the country's progress and success as a nation. CII, with the Theme for 2023-24 as 'Towards a Competitive and Sustainable India@100: Growth, Inclusiveness, Globalisation, Building Trust' has prioritized 6 action themes that will catalyze the journey of the country towards the vision of India@100.

With 65 offices, including 10 Centres of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with 350 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community.

### Confederation of Indian Industry

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**Reach us via CII Membership Helpline Number: 1800-103-1244**

For application details, please contact

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