

ACEF Awards (2016)

Appliances bags a gold at the 4th ACEF Awards for Best Stakeholder Engagement

Godrej Appliances bagged a gold at the recently concluded Asian Customer Engagement Forum Awards in Mumbai for 'Best Stakeholder Engagement' under the CSR category for its dealer engagement campaign- '*Planting the Seeds of Change*'

Weaving together the values of 'green' and 'brighter living', Godrej Appliances undertook a unique good and green initiative to celebrate its long-standing and valued association with its trade partners on the festival of Diwali last year. Godrej Appliances partnered with an NGO called *Sankalptaru Foundation* to sponsor tree plantation on behalf of its trade partners. The plantation was carried out in the remote district of Barmer in the desert area of Rajasthan for the empowerment of marginal farmers. The activity was conducted with the intent to bring about a two- fold impact. Not only would this benefit the environment, in line with Godrej's green philosophy, the earnings from the harvest would also help in providing livelihood support to the farmers. The trade partners were each given a unique tree ID through which they could track the growth of their sapling online and even take a tour of the virtual pomegranate orchard. The unique activity received a lot of support and positive feedback from all the trade partners as well, thus building further goodwill for the brand.

In its 4th Year, guided by an advisory board that has credentials in advanced Customer Engagement (Branding and Marketing), the ACEF Marketing Capabilities, Rural & CSR Excellence Awards have been developed to recognize the positive values that effective marketing have on an organization.