



### **Best Marketing Campaign - CMO Asia**

CMO Asia is a premium forum bringing elite marketers, brand custodians, advertising and creative honchos together under one roof. The Awards bring the best industry professionals who have made outstanding contributions in the Branding & Marketing fraternity. The Awards aim to reward the best in the industry and enhance reputations.

Godrej Appliances was awarded the “Best Marketing Campaign” by CMO Asia for #MyAC Saves Water campaign by CMO Asia. #MyAC Saves Water initiative aimed at educating and encouraging people to re-use distilled water generated from air conditioners for cleaning purpose or watering plants, which is usually wasted.