Grasim- Pulp and Fibre wins the prestigious Golden Peacock Innovation Management Award 2022



Birla Cellulose wins Golden Peacock Award in Innovation Management 2022.
Dr Aspi Patel, Chief Technology Officer, Aditya Birla Group and Birla Cellulose R&D team accepted the award from Prof. S. P. Singh Baghel, Hon'ble Union Minister of State for Law and Justice, Govt. of India and Lt. Gen. Surinder Nath, PVSM, AVSM (Retd.) President, Institute of Directors

Grasim Industries Limited's Pulp & Fibre Business has been awarded the prestigious **'Golden Peacock Innovation Management Award'** for the year 2022, by the Awards Jury under the Chairmanship of **Hon'ble Justice M. N. Venkatachaliah,** former Chief Justice of India and former Chairman, National Human Rights Commission of India and National Commission for Constitution of India Reforms.

The famed Golden Peacock Awards Trophy and a Certificate was presented to **Dr Aspi Patel**, **Chief Technology Officer of Aditya Birla Group** along with the Birla Cellulose R&D team from **Prof. S. P. Singh Baghel, Hon'ble Union Minister of State for Law and Justice, Govt. of India** and **Lt. Gen. Surinder Nath, PVSM, AVSM (Retd.) President, Institute of Directors**, at a specially organised '**Golden Peacock Awards Presentation Ceremony**', **in Mumbai (India),** in the presence of business & industry leaders.

Dr Aspi Patel, Chief Technology Officer, Aditya Birla Group said "Winning the Golden Peacock Innovation Management award testifies to the cutting edge innovation work being done by Birla Cellulose team on sustainability and product innovation over the years. This award is a nice national recognition and a boost to Birla Cellulose Research and Development teams."

Golden Peacock Awards, instituted by the **Institute of Directors (IOD), India** which completed 30 glorious years**,** is now regarded as hallmark of Corporate Excellence, both locally and globally. This is largely due to its robust transparent evaluation process and establishment of clear selection criteria. No national award has achieved such respectability as the Golden Peacock.

Birla Cellulose winning case study will be included in Winners' Digest which will outline major initiatives in **'Innovation Management'**, and will be a great help in educating and raising the general standards of other organizations in this functional area.

The Golden Peacock Jury was Chaired by **Hon'ble Justice M. N. Venkatachaliah**, former Chief Justice of India, former Chairman, National Human Rights Commission of India and National Commission for Constitution of India Reforms and included **Lt. Gen. Surinder Nath (Retd.)**, former Vice Chief of Army Staff, former Chairman, UPSC, **Dr. Vivek K. Agnihotri, IAS (Retd.)**, former Secretary-General, Rajya Sabha (Parliament of India), **Mr. Dhanendra Kumar, IAS (Retd.)**, Chairman, Committee on National Competition Policy of India, former Chairman, Competition Commission of India, former Secretary to Govt. of India and former Executive Director, World Bank.

About Birla Cellulose:

Birla Cellulose, the pulp and fibre business of the Aditya Birla Group, is a leading sustainability focused Man-Made Cellulosic Fibres (MMCF) producer.

Birla Cellulose operates 12 sites that apply environmentally efficient closed loop technologies that recycle materials and conserve natural resources. Its five global advanced research centers are equipped with state-of-the-art facilities and pilot plants. Birla Cellulose's fibres are made from renewable wood and are produced using a closed-loop process with significantly lower carbon emissions and lower resource consumption. Its eco enhanced fibers such as Livaeco viscose and modal, Birla Excel™ (lyocell), and Birla Spunshades™ are designed with superior sustainable credentials. Liva Reviva is a circular viscose fibre made using pre-consumer cotton waste and provides a solution to recycle fashion industry waste into fresh fibers. Visit www.birlacellulose.com / www.grasim.com