

Dear Industry Member

Inviting Application / Nomination for
Digital Transformation (DX) Awards 2021

Technology is no longer an option but has become a critical enabler for today's businesses. It has a highly profound role in driving optimization and efficiency and competitiveness across all sectors which was also emphasized by Hon'ble Prime Minister, Shri Narendra Modi during his address last year on 12 May 2020 encouraging industry to build competitiveness and achieve self-reliance by enhancing the use of emerging technologies.

Concomitantly, the outbreak of COVID-19 has further pushed enterprise to rethink the way they operate, introduce / adapt digital channels and redefine business models. It has necessitated Indian industry, including SMEs to embrace technology in a much faster pace to sustain and grow their businesses.

Aligning with the Government's Digital India Mission and to further promote the digital transformation and recognize the best achievements using digital as a tool, *CII - Tata Communications Centre for Digital Transformation* is pleased to announce 3rd edition of its **DX (Digital Transformation) Awards** – for highlighting impact through Digital Transformation.

DX Awards 2021 will highlight the innovative digital strategies and technologies playing a crucial role in transforming business models and processes, driving growth in new and existing markets. The awards will recognise the innovative, resilient and sustainable strategies for introduction or adoption of digital technologies and serve as a benchmark for other industries in their journey for Digital Transformation. The award encompasses all sectors including Automotive, Agriculture, Healthcare, Electronics and IT, Fast Moving Consumer Goods (FMCG), Cyber Security, Banking and Financial Institutions etc.

The various categories for the DX Awards includes:

- Customer Experience Excellence through Digital Transformation
- Excellence in Employee Excellence through Digital Transformation
- Finance Operations Excellence through Digital Transformation
- Supply Chain & Logistics Excellence through Digital Transformation
- Productions Excellence through Digital Transformation
- Service Excellence through Digital Transformation
- Innovation in CSR through Digital Transformation
- Operational Excellence through Digital Transformation
- Other (to be defined by applicant)

We are writing to invite your participation for DX Awards 2021 to recognize the conscious efforts put in by your organisation towards Digital Transformation.

To participate in DX Awards 2021, please follow the below mentioned link to fill the Applicant Form:

https://www.research.net/r/DXAward21_co.

I am sure your participation in these Awards will play an important role in setting benchmarks for industry to introduce or follow best practices in their Digital Transformation journey.

In case of any clarifications, please do revert, alternatively my colleagues Mr Abhishek Choudhary(abhishek.choudhary@cii.in; +91 9899274796) or Ms Gargi Sharma (gargi.sharma@cii.in ;+91 8826320001) can be contacted by your team.

Looking forward for your active participation.

Regards

Rachna Jindal

Rachna Jindal
Director
Confederation of Indian Industry
Prof. Lord SK Bhattacharyya Centre
249-F, Sector-18, Udyog Vihar, Phase-IV
Gurugram, Haryana 122 015
T: +91 9818282656
W: www.cii.in