

CII-EXIM Bank Award

Frequently Asked Questions

What is the CII-EXIM Bank Award for Business Excellence?

CII-EXIM Bank Award for Business Excellence, instituted jointly by the Confederation of Indian Industry and Export Import Bank of India in the year 1994, is the most prestigious award in India for Excellence that an Indian company can aspire for.

The award is based on a comprehensive model focusing on the organisation's practices and performance under nine different criteria, which are further divided into thirty-two parts. It is not given for specific products or services. To be an Award winner, a company must demonstrate excellence in results with respect to its various stakeholders (customers, employees, society and share holders) through excellence in processes and people.

Why was the Award established?

The Award was established to promote the awareness of excellence as an increasingly important element in competitiveness. Not only does it recognise excellent businesses, but also increases the understanding of the elements critical for excellence. To accomplish this, the Award promotes information sharing of successful performance strategies and the benefits derived from pursuing these strategies.

How do companies apply?

The first step is to submit a brief form to establish that the organisation is eligible to apply for the Award. Once eligibility has been determined, the second step consists of preparing and completing an application form and Application Document. The Application Document should summarise the organisation's practices and results in response to the Award Criteria for Excellence.

What does a company receive in return?

Each applicant gains an outside perspective on its business based on around 1,000 hours of review by a team of business experts. The results of this review are distilled in a detailed feedback report (about 40 pages), outlining strengths and opportunities for improvement based on the Award Criteria. Companies as part of their strategic planning processes to focus on their customers and to improve productivity, as well as to help energise and guide their organisational improvement programmes often use feedback reports. The award winning companies can use the logos of the CII-EXIM Bank Award in corporate literature, which clearly establishes the winners as members of the most successful group of organisations in India.

What is expected of Award recipients?

Award recipients are required to share information on their successful performance and quality strategies with other Indian organisations. Recipients are not required to share proprietary information, even if such information was part of the Award application. The principal mechanism for sharing information is the annual Quality Summit and a series of 'Winners' Conferences' held in the major metros of the country.