

# Crompton

**Crompton Greaves Consumer Electricals Limited**  
**Registered & Corporate Office:** Tower 3, 1<sup>st</sup> Floor,  
East Wing, Equinox Business Park, LBS Marg,  
Kurla (West), Mumbai - 400 070.India  
T: +91 22 6167 8499 F: +91 22 6167 8383  
W: [www.crompton.co.in](http://www.crompton.co.in) CIN: L31900MH2015PLC262254  
Email: [crompton.investorrelations@crompton.co.in](mailto:crompton.investorrelations@crompton.co.in)

Date: January 19, 2024

To, <b>BSE Limited ("BSE"),</b> Corporate Relationship Department, 2 <sup>nd</sup> Floor, New Trading Ring, P.J. Towers, Dalal Street, Mumbai - 400 001.	To, <b>National Stock Exchange of India Limited ("NSE"),</b> "Exchange Plaza", 5 <sup>th</sup> Floor, Plot No. C/1, G Block, Bandra- Kurla Complex Bandra (East), Mumbai - 400 051.
<b>BSE Scrip Code: 539876</b>	<b>NSE Symbol: CROMPTON</b>
<b>ISIN: INE299U01018</b>	<b>ISIN: INE299U01018</b>
<b>Our Reference: 243/2023-24</b>	<b>Our Reference: 243/2023-24</b>

Dear Sir/Madam,

Sub: **General Update - Recognition as outstanding modern marketing case study**

We are delighted to share that Crompton Built-In Kitchen Appliances have been recognised as an outstanding modern marketing case study in the Indian Edition of "Essentials of Modern Marketing" by Dr. P. Kotler and Tuhin Mukherjee. Our journey of innovation and marketing excellence now features as a marketing case study in the pages of one the most esteemed marketing publications. Dr. Philip Kotler is widely recognized as "Father of Marketing" and his views on the subject are universally well acclaimed.

A copy of the said recognition is enclosed herewith.

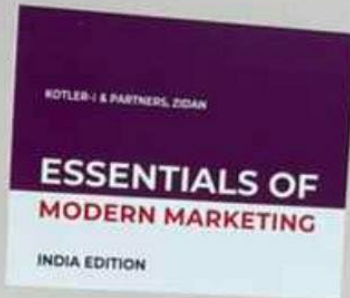
This is for your information, and you are requested to bring this to the notice of your constituents.

Thanking you,

For **Crompton Greaves Consumer Electricals Limited**

**Rashmi Khandelwal**  
**Company Secretary & Compliance Officer**  
**ACS - 28839**

Encl: A/a



# CERTIFICATE

## OF RECOGNITION

Dr. Philip Kotler and Kotler Impact team proudly present this recognition to

**Crompton Greaves Consumer Electricals Limited**

for being selected as an outstanding case study in the first-ever India edition of "Essentials of Modern Marketing". This selection stands as a testament to your exemplary achievements and innovative approaches.

The publication of Crompton Greaves Consumer Electricals Limited as a case study in this prestigious edition not only highlights your significant contributions to the field but also serves as a symbol of its exceptional performance and commitment to excellence.

With profound thanks and appreciation.

*Tarhin Menhaske*

Country Partner &  
Ambassador



W. E. DEVER

*Vishva Mittal Bansal*

Chairman  
NDIM



1<sup>st</sup> & the Only Mentor B-School of India

*Sadig*

Chief Executive  
Officer



Never Stop