

Tata Elxsi wins the prestigious Golden Peacock Innovation Management Award for 2021



Bangalore, June 03, 2022: Tata Elxsi, a global design technology company, has won the 'Golden Peacock Innovation Management Award' for the year 2021. The award is a testimony of Tata Elxsi's remarkable accomplishments and developments through the organization's integrated and innovative growth strategy. The company has made a commitment to establishing cutting-edge business and market strategies in order to expand its service portfolio, value proposition and business growth through strategic alliances.

For the year 2021, Golden Peacock Awards Secretariat invited applications for multiple Institutional awards from Corporates and SMEs covering all types of Public, Private and Government Enterprises.

Manoj K. Raut, CEO & Secretary-General of the Institute of Directors, shared that “Tata Elxsi, a part of the renowned Tata Group, has been recognized as a premium engineering service provider in automotive, media, broadcast, communication and healthcare industries. Today, Tata Elxsi has ensured to raise the bar of customers’ value chain continuously, thereby staying relevant, creating new business opportunities, identifying & creating new markets, and acquiring new customers. Various Employee appraisal metrics and innovative strategies have been key drivers of growth and sustainability”.

Manoj Raghavan, CEO & MD of Tata Elxsi, said, “This award is a testament to Tata Elxsi’s goals and commitment towards achieving business excellence. We are delighted with the recognition and thank our entire Tata Elxsi team for their passion and collaboration in providing outstanding service alongside memorable experiences. This is a wonderful recognition of our leadership in fostering a culture of innovation across our business verticals which underscores how design and technology, when brought together, can deliver great consumer experiences and fuel business success.”

Golden Peacock Awards, instituted by the Institute of Directors (IOD) in 1991, are recognized worldwide as the hallmark of Corporate Excellence. It celebrates the achievements and performance of well-performing organizations annually and helps build their brand equity, which has won wide acceptance among businesses & industries globally. Based on internationally recognized criteria, the credibility of these awards lies in the transparency, depth and impartiality of the assessment process. Golden Peacock Awards provides an opportunity for self-assessment, thus helping companies accelerate their performance levels while staying ahead of the competition.

Honourable 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, was the Chairman of the Golden Peacock Awards Jury. The award applications are assessed at three levels by independent assessors, followed by a grand jury.

This year, the Secretariat received over 496 responses for the various categories of the annual Golden Peacock Awards. After careful scrutiny, 176 applications were shortlisted for final selection through a 3-tier assessment process.

About Tata Elxsi:

Tata Elxsi is amongst the world’s leading providers of design and technology services across industries, including Automotive, Broadcast, Media, Communications, Healthcare, and Transportation. Tata Elxsi helps customers reimagine their products and services through design thinking and the application of digital technologies.

Tata Elxsi’s solution accelerators and platforms include iCX, the Intelligent Customer Experience Platform; Autonomai, the AD / ADAS middleware suite; AI solutions for applications like driver monitoring and video analytics; TEPlay, the OTT and IPTV platform; Android TV launcher; TEAtom orchestrator and TEDReg, a global regulatory intelligence platform for the healthcare industry.

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