



GODREJ CHOTUKOOL IS NAMED A 2012 GOLD EDISON AWARD WINNER FOR SOCIAL IMPACT
chotuKool Wins at NYC Ceremony; Awards Celebrate 25 Years of Honoring Innovators and Innovation

Chicago, IL – April 27, 2012 – The Edison Awards, celebrating 25 years of honoring the best in innovation and excellence in the development of new products and services, announced today that Godrej chotuKool was voted a gold winner in the category of Social Impact.

Being recognized with an Edison Award has become one of the highest accolades a company can receive in the name of innovation and business. The awards are named after Thomas Alva Edison (1847-1931) whose inventions, new product development methods and innovative achievements literally changed the world, garnered him 1,093 U.S. patents, and made him a household name around the world.

“As the pace of innovation quickens and the “race to next” becomes ever more competitive, it’s increasingly important to take a moment out of our hectic lives to recognize excellence in innovation and greatness in the teams of innovators who make our future. We are honored to present Godrej with an Edison Award as one of the leading innovators of today and tomorrow,” says Thomas Stat, 2012 Edison Awards Steering Committee Chairman.

The ballot of nominees for the Edison Awards™ was judged by a panel of more than 3,000 leading business executives including past award winners, members of the Marketing Executives Networking Group (MENG), academics and leaders in the fields of product development, design, engineering, science and medical. This year, in a comprehensive, peer-review process, the nominees were judged on a new set of criteria developed in partnership with Nielsen. The new criteria establishes a new definition of innovation, leveraging the primary assessment themes of *Concept, Value, Delivery* and *Impact*

Danny Forster of SCIENCE’s “Build It Bigger” emceed the April 26 ceremony at the historic Capitale ballroom in New York. One of the evening’s many highlights was the presentation of the prestigious Edison Achievement Award to TED Curator, Chris Anderson. The award honors innovation leaders and business executives who have made a significant and lasting contribution to innovation throughout their careers.

About Godrej chotuKool

chotuKool, a re-imagined household solution from Godrej is a project driven by an innate passion to achieve a vision beyond profit. chotuKool, a top-loading, compact and portable cooling solution does not have a compressor. It weighs only 7.8 kgs and runs on a cooling chip along with a fan similar to those used to cool computers. The chotuKool vision is to endow a brighter future to the millions of households in rural India by improving *living standard* with cool comforts, convenience and social status, *livelihood* by building an ecosystem of 5000+ micro entrepreneurs with Rs.3000+ earning and *lifestyle* by ensuring fun, joy, freedom and leisure. For more information, visit www.chotukool.in.

About the Edison Awards

The Edison Awards represent the spirit of innovation personified by Thomas Edison, inspiring America’s drive to remain in the forefront of creativity and ingenuity in the global economy. Sponsors of the 2012 Edison Awards include: Nielsen, USA TODAY, Discovery Communications, SCIENCE, CSRware, applepeak and ViridiSTOR. For more information about the Edison Awards and a full list of winners, visit www.edisonawards.com.