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## Cummins gets Voice of Customer awards

**Wins highest recognition by receiving the award in the Corporate Image Leadership category, besides winning awards in four other categories**

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CUMMINS India Limited - power generation business unit was conferred the Corporate Brand & Reputation award and other awards in the Frost & Sullivan's Industry Excellence Awards Nite for the Genset Industry held in Bangalore on December 5.

Apart from receiving the award in the corporate image/reputation leadership category for the year 2007, Cummins India was also declared a winner in four other categories — customer service leadership, most preferred brand in the manufacturing/process industry segment, most preferred brand in the IT/realty/hospitality industry segment and most preferred brand in

the construction and infrastructure segment.

Frost & Sullivan is an influential growth consulting firm that provides Global 1000 companies and the investment community with comprehensive analysis of markets, technologies, econometrics, and demographics. The Voice of Customer (VOC) awards are presented to companies for their outstanding contribution to the industry or for achieving a competitive or customer-based leading position.

Winners were selected on the basis of independent customer assessment reflected in a country-wide survey conducted by the firm. End user segments like manufacturing (automotive, pharma, food, textile), commercial/SMB, construction & infra-

structure, telecom, IT, realty and hospitality in 15 urban centers were polled to arrive at the frontrunners in each award category, stated a press release.

Amol Kotwal, industry manager, Energy and Power Systems Practice at Frost & Sullivan said, "Cummins' global presence, strong brand equity, product line capability and market penetration has worked well for it establishing a leading position in the Indian market.

Besides being lauded for its customer service, the award for corporate image leadership and the most preferred brand in three leading industry segments is a testimony of customers' high degree of preference and satisfaction with the brand."