

Dear Sir/ Ma'am,

**Subject: Invitation to participate in the 13<sup>th</sup> National Awards for Excellence in Cost Management 2015**

Greeting from The Institute of Cost Accounts of India (ICAI)

2. Businesses world-wide, today, are characterized by rapid globalization and technological changes. Effective total cost management is key to competitiveness and sustained profitability. The management mantra today is to *conquer your cost, before these conquer you*.

3. The ICAI, a premier Cost and Management Accounting body, instituted the National Awards for Excellence in Cost Management in the year 2003 to recognize and honour organizations which have succeeded through efficient and innovative approaches in cost management. Participation by a large number of companies small, medium and large, across various sector of the economy in the past demonstrates the popularity of the award and its impact on spreading the message of cost consciousness and cost management across the country.

4. We are pleased to invite your company to participate in 13<sup>th</sup> National Awards for Excellence in Cost Management-2015. For Participation, you are requested to fill up a Questionnaire (available at <http://icmai.in/icmai/award.php>) and send it along with the annual report for the year 2014-15 and 2013-14 so as to reach the Institute latest by **31<sup>st</sup> January 2016**. The award would be presented at a widely publicised ceremony to be held at New Delhi.

5. The Questionnaire sent by the participating companies is designed to assess the maturity level of cost management practices and the resultant improved operational performance. These would be reviewed by a screening committee supported by an independent rating agency (ICRA Ltd). Recipient of awards under various categories would be selected by a Jury panel headed by Hon'ble Justice Mr. V.N.Khare, former Chief Justice of India and consisting of person of eminence from industry, government, judiciary and CMA profession.

6. We believe that 13<sup>th</sup> National Awards for Excellence in Cost Management-2015 offers a great opportunity to your company to project itself as a leader and share success story with the rest of the world. We eagerly await your participation. The Institute and awardees receive wide publicity in the print media and live media.

With warm regards,

Yours faithfully,

(CMA. P.V.Bhattad)  
President