

**Shriram Capital announces the launch of ‘Shriram Awards for Excellence in Financial Journalism’**

- Instituted in association of Institute for Financial Management and Research (IFMR), Chennai
- Last Day To Submit Nomination – 31<sup>st</sup>Jan,2013
- Editors to nominate

**MUMBAI, January 09, 2013:** Shriram Capital Ltd., the overarching holding company of the financial services entities of the Shriram Group, today announced the launch of ‘**Shriram Awards for Excellence in Financial Journalism**’, instituted in association with the **Institute for Financial Management and Research (IFMR), Chennai**.

Shriram Capital Ltd. has launched these awards with an aim to recognise extraordinary contributions made by journalists in the field of financial journalism and to motivate financial journalists to achieve higher levels of professional excellence. The 1<sup>st</sup> Award function will be held in April 2013 in Chennai.

Commenting on the launch, **Mr. Arun Duggal, Chairman of Shriram Capital Ltd.**, said, *“Shriram Capital realises the important role that financial journalism plays in identifying, analysing and reporting key issues of the Indian economy. Business policies and financing decisions are framed based on the news and reports by financial journalists, and hence the need for their reliability, accuracy and impact cannot be understated. Shriram Awards for Excellence in Financial Journalism aims to acknowledge and appreciate the untiring efforts taken by journalists in the field of financial journalism to achieve higher levels of professional excellence.”*

The categories of awards included are:

**1. Indian Economic Policy and Macro Economic Issues**

**2. Financial Markets including Equity, Debt and Foreign Exchange**

Also, a ‘**Lifetime Achievement Award**’ will be given to a journalist to honour his/her contribution in the field of financial journalism over a period of 25 to 30 years.

An eminent panel of independent Jury members will scrutinise the nominations and decide the winners for the awards. The Shriram Awards Committee is being chaired by Mr. Arun Duggal, Chairman, Shriram Capital Ltd. Other committee members are Mr. G. S. Sundararajan, Group Director, Shriram

Group; Mrs. Akhila Srinivasan, Managing Director, Shriram Life Insurance Company Limited; Mr. C. V. Krishnan, President, Institute for Financial Management and Research; and Dr. Bobby Srinivasan, Distinguished Professor, Institute for Financial Management and Research.

**About Shriram Capital Ltd.**

Shriram Capital Limited (SCL) is the overarching holding company for the Financial Services and Insurance entities of the Shriram Group, created with the primary objective of optimizing the synergies across the Group's entities. SCL, on a consolidated basis, has an overall customer base in excess of 9.5 Million, more than 45,000 employees across 2,400 offices, net profit of over Rs. 15 Billion with Assets Under Management (AUM) in excess of Rs.60,000 Crores. SCL is well-positioned to take the Group to the next strategic level by consolidating its position in some of the key businesses like Transportation, Equipment Finance and Retail Finance businesses.

**For further details, please contact:**

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