

Crompton's Ceiling Fans Earn the Prestigious CII Green-Pro Certification for Excellence in Sustainability

Category: Business

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Crompton Greaves Consumer Electricals Ltd. (CGCEL), one of India's leading consumer electrical companies, has been awarded the prestigious CII Green-Pro Certification for its ceiling fans at the Annual Green-Pro Summit 2024. This recognition highlights Crompton's commitment to developing energy-efficient and environmentally friendly products.

Crompton being awarded the CII Green-Pro Certification

The CII Green-Pro certification is essential in promoting sustainable practices in [India](#), offering a reliable framework for assessing the environmental impact of products. It utilizes a [life cycle](#) approach to evaluate factors such as resource consumption, energy efficiency, emissions, and waste generation, from raw material extraction to disposal. Products

that satisfy the stringent Green-Pro criteria [receive certification](#), assuring consumers of their eco-friendliness.

The Green-Pro Certification was awarded to Crompton during the summit, which was attended by [industry leaders](#) and sustainability experts who convened to discuss best practices and trends in environmental sustainability.

Speaking on the occasion, **Tushar Oval, Product Marketing Head at Crompton**, expressed, “We are happy to [receive the CII Green-Pro Certification](#) for our ceiling fans. This [prestigious award reinforces our commitment to sustainability and innovation](#). We firmly believe that creating energy-efficient products is essential not only for our [customers but also for the environment and the future](#) ahead. Our dedication to environmentally friendly practices is deeply rooted in every aspect of our operations. This recognition serves as a strong [motivation](#) for us to continue advancing our efforts in developing products that make a positive impact. As we look to the future, we remain committed to maintaining and enhancing the standards of [sustainability](#) that have brought us this honor.

Crompton’s ceiling [fans not only provide comfort but also help reduce energy](#) consumption, contributing to a lower carbon footprint. The company’s focus on sustainability is [reflected](#) in its various initiatives:

Life Cycle Assessment: Comprehensive evaluations of product life cycles to minimize environmental impact.

[Energy Efficiency](#): Commitment to developing products that consume less energy while delivering high performance.

Resource Management: Responsible sourcing of materials to reduce waste and enhance efficiency.

[Employee Engagement](#): Training and awareness programs to empower employees in sustainability efforts.

Continuous Improvement: Ongoing assessments and improvements to maintain compliance with environmental standards.

The CII Green-Pro Certification is a significant milestone for Crompton as it continues to lead in [sustainable practices](#) in the consumer products sector.

The Confederation of Indian Industry (CII) is committed to cultivating an environment that facilitates [India's development by working alongside industry](#), government, and civil society through advisory and consultative processes.

About Crompton

With a brand legacy of over 85 years, Crompton Greaves Consumer Electricals [Ltd. is India's](#) market leader in the category of fans and residential pumps. Over the years, the organization has continuously strived to produce a [range of innovative products](#) that cater to the modern consumer including superior quality and high-performance fans, pumps, lighting solutions, and a range of other categories like water heaters; air coolers; small kitchen appliances like mixer grinders, air fryers, OTG, electric kettles etc; other home appliances like irons & built-in kitchen appliances. The company has further invested in brand and [innovation](#) to not only better understand and meet consumer needs but to also help drive energy efficiency. The consumer [business](#) also has a well-established and organized distribution network driven by a strong dealer base across the country offering a wide service network and robust after-sales service to its customers.

The company's consistent dedication to developing energy-efficient products has led to significant [recognition](#). It has been honored with three prestigious [National Energy Consumer Awards](#) (NECA) by BEE, Ministry of Power. The recent [award was presented by the Hon'ble President of India](#), Smt. [Droupadi Murmu](#) for the company's storage water heater in 2023. In 2019, the brand won in two categories: [Ceiling Fans](#) and LED Bulbs.

Additionally, it was recognized as one of [Indias Best Managed Companies 2022 by Deloitte Private](#) and listed among 'India's Top 500 Companies 2022' by Dun & Bradstreet India. The company has also been featured in Brand [Top 75 most valuable Indian brands list](#) for 2020 released by WPP and Kantar. Furthermore, Crompton was also recognized as the [Brand of the Decade 2021 by Herald Global](#) and BARC Asia in the Consumer Electrical category.