

## Vineet Kanaujia honored with 'Best CMO of the Year Award'

*Mr. Vineet Kanaujia, GM-Marketing, Safexpress has been honored with the 'Best CMO of the Year Award' at the '1st CMO Awards'.*

New Delhi, Delhi, November 25, 2009 /[India PRwire](#)/ -- **Mr. Vineet Kanaujia, GM-Marketing, Safexpress** has been honored with the '**Best CMO of the Year Award**' at the '**1st CMO Awards**'. This Award was presented to Mr. Kanaujia in recognition of his brilliance in the field of Marketing and for his incredible contribution in establishing Safexpress as one of the topmost brands in the country. This Award was presented by the **CMO Council USA** in a dazzling **Award Ceremony in Hotel Fortune Landmark, Indore** on the evening of **20th of November**.

The **1st CMO Awards** were organized to recognize the topmost Marketing Leaders and the topmost brands in the country. The Award Ceremony was preceded with a full-day Conference on Marketing. This was a very unique platform where the **Top Guns of Marketing** in the country came together for the first time to discuss 'Winning Marketing Strategies' for the future, as well as to felicitate the best Marketing Leaders for their performance.

The **Chief Marketing Officer (CMO) Council** is dedicated to high-level knowledge exchange, thought leadership and personal relationship building among senior corporate marketing leaders and brand decision-makers across a wide-range of global Industries. The CMO Council and its strategic interest communities include over 20,000 global executives across nearly 100 countries in multiple industries, segments and markets.

Thrilled upon having received the prestigious Award, **Mr. Kanaujia** said, "It is my privilege to receive the '**CMO of the Year Award**'. I would like to thank the Jury for conferring this precious Award upon me. This Award will be a fantastic motivation for me and my team."

Speaking about the miraculous transformation of **Safexpress** into one of the topmost brands in the country, Mr. Kanaujia said, "Our **Holistic Marketing strategy** has worked brilliantly for us. We have carved our own niche amongst the most elite brands in the country by consistently focusing on each and every aspect of Marketing in depth. We have laid the **keystone** of our Marketing function in Safexpress on six pillars, which are Above the Line Marketing, Below the Line Marketing, Public Relations & Corporate Communications, Corporate Branding, Direct Marketing and Award Marketing. Each pillar has been focused upon distinctly and very strongly."

Notably, Mr. Kanaujia was also conferred with the '**Brand Leadership Award**' at the '*Global Awards for Brand Excellence*' held in Mumbai recently.

Mr. Kanaujia concluded by announcing, "Our Brand has recently been chosen as the '**Most Promising Brand of the year**' in a consumer research conducted by ICMR, India's foremost research body. This research involved a thorough study of around 40,000 international, national and regional brands across the country. Earlier this year, we had also won the '**Brand Loyalty Award**' at India Loyalty Summit 2009. Our strategic approach towards marketing our brand has resulted in an **exponential increase in the Brand equity** of Safexpress in a very short time."

### Notes to Editor

#### About Safexpress:

Safexpress has firmly entrenched itself as the '**Knowledge Leader**' and the '**Market Leader**' of the Supply Chain & Logistics industry. The company has expanded its reach to 562 destinations all over India through more than 3,500 GPS enabled vehicles. Safexpress provides Express Distribution, Third Party Logistics (3PL) services and Supply Chain Consulting.

Pioneered and driven by 'Logistics Guru' and CMD, Safexpress, Mr. Pawan Jain, the company has today given a new face to the Indian Supply Chain & Logistics Industry with the implementation of innovative and state-of-the-art services. Growing at a phenomenal rate, Safexpress is the undisputed Leader in the Indian Supply chain & Logistics Industry. The company plans to achieve a turnover of Rs. 1000 crores by 2010.

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