

49th Annual Awards Competition of ABCI:

***The L&T-ite* bags ‘Magazine of the Year Award’ L&T wins highest number of awards at the Contest**

Our in-house magazine, *The L&T-ite* has another feather in its cap. In recognition of the high professional quality of the magazine and fulfillment of its communication goals, the Association of Business Communicators of India (ABCI) has conferred on it the coveted ‘Magazine of the Year Award’.

This award – comprising a shield and a gold trophy – places L&T in a ‘numero uno’ position among business communicators in India.



Mr. J.P. Nayak receiving the ‘Magazine of the Year Award’ shield from the Governor of Maharashtra.

Mr. J.P. Nayak, President (Machinery & Industrial Products) & Member of the Board, L&T – who has Board-level responsibilities for the corporate communications of the company – received the award from the Chief Guest, the Governor of Maharashtra, Mr. K. Sankaranarayanan, at the awards ceremony on March 19, 2010 in Mumbai.

L&T also bagged a tally of 10 other awards at the competition. This is the highest number of awards won by any of the 86 companies from around the country that participated in the annual contest.

The awards are:

Entry	Category
1. The L&T-ite	Internal Magazine
2. News & Views	External Magazine
3. Powai Pageant	Tabloid
4. L&T Superstar Challenger Quiz Wallpaper	Wallpaper
5. Powai Pageant	Newsletter Design
6. Sustainability Report 2008	Prestige Publication
7. Table calendar - Wonders of the World	Table Calendar
8. H-Blast Furnace Photograph	Photography
9. Voice Express	E-Zine
10. Knownet Awards Welcome Presentation	Multimedia CD-Rom Presentation



A jubilant Corporate Communications team poses with Mr. J.P. Nayak.

The awards nite also saw stalwarts in the area of business communications felicitated by the Governor. Noted among them were: Mr. R.K. Laxman, renowned cartoonist, and Mr. M.V. Kamath, well-known veteran journalist.

Founded in 1956 and based in Mumbai, ABCI is the largest body of professional business communicators in India. For the past 48 years, ABCI has been organising Annual Award Contests to recognise and reward outstanding accomplishments in the profession of business communications.