



**SMB Performance Excellence  
STAR ICON RECOGNITIONS 2022**

**Exclusively for Small & Medium Businesses(SMB)- Below 100 Crore Turnover**

To Promote Excellence & Build Competitiveness in the Indian Small & Medium Business Sector by recognizing Performance Excellence through an Assessment aimed at enabling Transformation.

**KEY FEATURES**

- No documentation
- 1 day Assessment (physical or Digital) based on mutual convenience
- Business Improvement feedback
- Four Levels of Recognition

**ELIGIBILITY**

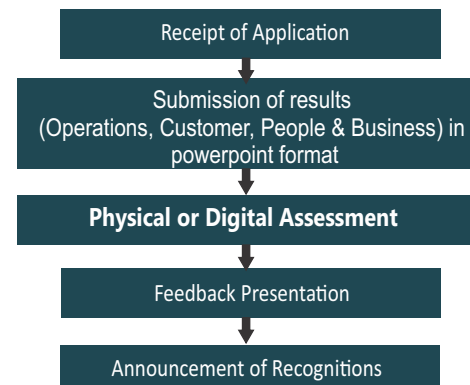
All Small & Medium Business Organizations registered and Operating in India with overall turnover less than Rs 100 Cr in the recently concluded Financial Year. Applicant must have been in Business for at least three years. (Open to all sectors)

**APPLICATION FEE**

Category	Physical	Digital
Upto 24 Crs	INR 50,000	INR 30,000
25 - 49 Crs	INR 60,000	INR 45,000
50 - 99 Crs	INR 75,000	INR 55,000

\* Exclusive of 18% GST

**ASSESSMENT PROCESS**



**LEVELS OF RECOGNITION**



**Physical Assessments**

Boarding, Lodging & Travel expenses to be organized & Settled by the Applicant for the on-site visit by the Assessor

**Digital Assessments**

There will be no additional expenses to be settled by the Applicant

**For details on the Assessment Framework, Criteria and the Application, contact**

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**CII INSTITUTE OF QUALITY**

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