

Press Release
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P&G India Wins Green Crusader Award for Eco-friendly IT

Mumbai, 20th Sept 2012: P&G India has been recognized for at the annual CIO100 Symposium & Awards Ceremony in Hyderabad. P&G India won the *Green Crusader Award* for successful green implementations that have rendered IT sustainable and eco-friendly; and the *CIO 100 Award* for excellence in using information technology for getting the competitive advantage, optimizing business processes, enabling growth.

From more than 490 companies, submitting around 670 projects, Procter & Gamble (P&G) India won the Green Crusader Award for its India Digital Workplace project and for working with its strategic partners (HP, BT, JLL, Xerox and Cisco) in bringing to life new capabilities in FY11-12 to empower employees to work collaboratively & productively. This was done via interventions like video & voice collaboration, digital skills building for employees, bring-your-own-mobile & connect to corporate network, reduced power, paper and water consumption through energy-efficient lighting, motion sensor at parking area, rain water harvesting, solar power driven emergency lighting, digital signage.

While on the special award ceremony the next evening, they were felicitated with the CIO100 award and an honouree certificate, a recognition and honour reserved for the 100 outstanding organizations and their CIO's for their resourceful use of information technology whilst delivering business value.

On the occasion of receiving the prestigious award the P&G India **CIO, Mr. Damon Frost** said, "We at Procter & Gamble strive to come up with efficient strategies to transmit information that not just helps us improve our processes, but also help us contribute our share towards creating a greener tomorrow. Being appreciated for our efforts strengthens our resolve to do better and come up with more creative ideas to follow our mission of achieving a sustainable tomorrow."

While the P&G India **CEO, Shantanu Khosla**, quoted, "The Green Crusader Award is an acknowledgement of our passion for sustainability. P&G's sustainability vision rests on ensuring a better quality of life for everyone, now and for generations to come, through both environmental and social responsibility initiatives. We believe that using resources more productively and efficiently is the best way of giving back to the environment whilst creating better growth opportunities and increase profitability for the organization."

Vijay Ramachandran, Editor-in-Chief, CIO India congratulated P&G India stating, "Our hearty congratulations to P&G for demonstrating excellence in IT through innovation and business leadership."

P&G's sustainability framework focuses on **products** (for example, introducing a new version of the iconic Total Effects pump, which is identical on the outside to consumers, but reduces the amount of plastic and is lighter; reduced thickness of Pampers & Whisper pads not only improves the consumers

experience, but also results in lesser waste generation), **operations** (for eg, the P&G plant in Baddi achieved 40% reduction in carbon footprint in the last 3 years, the P&G plant in Bhiwadi saved 13.3 million litres of water in 2010-11) as well as **social responsibility** (Shiksha, Parivartan), and to deliver these programs – recognizes key enablers to be employees and stakeholders.

P&G India's flagship Corporate Social Responsibility Program, *Shiksha* (Education), now in its 8th year, Shiksha has helped 385,000 underprivileged children access their right to education. Also, P&G's Parivartan Program has been protecting millions of adolescent girls in India from getting trapped in traditional practices of using unhygienic cloth for sanitary protection, by providing timely menstrual education. The program has been improving the lives of over 2 million girls annually across 15,000 schools in India.

About: P&G India

P&G is among the largest and amongst the fastest growing consumer products companies in India. Its presence spans across the Beauty & Grooming segment, the Household Care segment as well as the Health & Well Being segment, with trusted brands that are household names across India. These include Vicks, Ariel, Tide, Whisper, Olay, Gillette, Ambipur, Pampers, Pantene, Oral-B, Head & Shoulders, Wella and Duracell. P&G India operates through three entities in India - two listed entities 'Procter & Gamble Hygiene & Healthcare Limited' and 'Gillette India Limited' - as well as one 100% subsidiary of the parent company in the U.S. called 'Procter & Gamble Home Products Ltd'.

Please visit www.pg-india.com for further details.

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