



Godrej & Boyce Mfg. Co. Ltd.

PRESS RELEASE

Mangroves Speak Marathi: Godrej & Boyce Launches Mangroves Website in Marathi

The Godrej Mangroves website will now also be available in Marathi to cultivate further awareness on the mangroves ecosystem

Mumbai, 11th August 2020: Godrej & Boyce announced the launch of the Godrej Mangroves website in Marathi, the first of its kind in Maharashtra. This launch is part of Godrej's Mangroves outreach program that aims at educating the masses on the important role that the mangroves ecosystem plays in the conserving the environment.

Speaking about the launch, **Tejashree Joshi, Head, Environmental Sustainability, Godrej Construction**, said, *"The Godrej Mangroves website has been a fundamental tool in cultivating awareness about the significance of the role that the mangroves ecosystem silently but steadily plays in retaining a healthy environment. We, at Godrej, want to enlighten more people on this topic and encourage them to contribute to the conservation of these indispensable species. Launching the Marathi website will help us reach a whole new segment of people who may have previously been unaware of these essential resources."*

Over the last few decades, Godrej & Boyce's Wetland Management Services team has been actively raising awareness about the mangroves ecosystem. They recently partnered with Worldwide Fund for Nature (WWF) India for the 'Magical Mangroves' campaign spanning across 8 states namely Maharashtra, Goa, Gujarat, Andhra Pradesh, Tamil Nadu, Kerala, Odisha and West Bengal to promote conservation of the mangroves ecosystem through webinars, film screenings, online quizzes, story-telling sessions among other things.

In the recent past, they have undertaken several initiatives such as the launch of the one-of-a-kind Mangroves Mobile App available in 11 languages, a unique children's story book 'Many Secrets of Mangroves' by Katie Bagli published last year and poster exhibitions across educational institutes of Mumbai.

Visit the Marathi website here <http://www.mangroves.godrej.com/Marathi/index.html>

To know more about the campaign 'Magical Mangroves', visit www.mangroves.godrej.com

About Godrej Mangroves

The Godrej mangroves at Vikhroli extend their silent ecosystem services much beyond their boundaries to the entire Mumbai Metropolitan Region. A two-year research study revealed that the standing stock, with its biomass and sediments, holds 9.5 lakh tonnes equivalent of carbon dioxide - a key greenhouse gas responsible for global warming and climate change. Additionally, around 60,000 equivalent tonnes of carbon dioxide is sequestered every year. Besides land stabilisation, the mangrove ecosystem plays a vital role in natural cycles and nutrient recycling thereby maintaining the environment balance

About Godrej & Boyce:

Godrej & Boyce, a Godrej Group Company, operates across 14 diverse businesses. Founded in 1897, the company started with the manufacture of high quality locks. It has since diversified into



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Consumer Goods, Office and Industrial Products & Services, Infrastructure & Real Estate. Headquartered in Mumbai, Godrej & Boyce specializes in and is a market leader in Appliances, Furniture & Interiors, Security Solutions, Locking Solutions, AV solutions, Vending, Material Handling, Industrial Logistics, Aerospace, Nuclear Power, Defense, Tooling solutions for Auto industry, Process Equipment, Power Infrastructure, Real Estate and Green Building Consulting. Godrej is one of India's most trusted brands serving over 1.1bn customers worldwide, every day.