

PRESS RELEASE



CSM screens film on Corporate India and Climate Leadership on World Environment Day

Kolkata: 4th June, 2009

The Centre for Social Markets (CSM) will screen its film *“In Good Company”* profiling corporate leadership on **climate change** in India at Rabindra Sadan on 5 June 2009 on the occasion of the World Environment Day. The Film was launched at the **World Business Summit on Climate Change** in **Copenhagen** on 25 May, 2009.

The film brings out just how much potential there is in India to lead a paradigm shift to a low-carbon economy. The 55-minute documentary tells the little-known story of how Indian companies and entrepreneurs are beginning to respond to the climate challenge.

With India set to become one of the world’s top three emitters of greenhouse gases by 2015, the film is a timely reminder of the need to focus attention on how emerging markets will respond to a carbon-constrained global economy with all the risks and opportunities it implies.

The film makes a powerful case for why a more proactive approach by Indian business and entrepreneurs is not only necessary, it is possible.

Narrated by CSM CEO and Kolkata-native, Malini Mehra, and featuring prominent Indian CEOs from companies such as Infosys, ITC, Wipro, Mahindra, Tata, HSBC India, Godrej and others, as well as new generation companies such as SELCO and Reva Cars, the film brings unique insight into the views and activities of India’s climate leaders.

The Film will be followed by a live performance by popular Bangla Band BHOOMI at Rabindra Sadan. The programme begins at 5:30pm and tickets are available at Rabindra Sadan as well as the CSM Kolkata office. Press passes can be obtained from CSM Kolkata. Please call at the number below.

END

Note to Editors:

The Centre for Social Markets (CSM) is an Indian NGO working to promote climate leadership and a pro-active domestic agenda. Full details can be found on the CSM websites www.csmworld.org, www.climatechallengeindia.org.

CSM has led India's first and largest national mobilization effort on climate change called '**Climate Challenge India**' since 2007. The organization is at the forefront of climate advocacy and leadership development.

The film has been produced in association with Xanthus Productions.

For media inquiries, please contact:

Ms Sumana Das, CSM Kolkata.
1/ 2 Fern Road, Kolkata 700 019
Tel: 033 2461 2909/ 6533 7999
Mobile: +91 9836477386
Email: sumana@csmworld.org