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Ingersoll Rand launches Smart Citizen 2.0 Facebook app to create awareness on energy conservation and sustainability

New Delhi, July 8, 2014: Ingersoll Rand, a world leader in creating comfortable, sustainable and efficient environments, announces the launch of Smart Citizen 2.0, the sequel to its interactive Facebook application called 'Smart Citizen'.

Smart Citizen App, launched in 2013, received overwhelming response while educating its audiences in the country on conserving natural resources in their day to day living. The app had successfully generated a reach of more than 400,000 with close to 14000 engagements and more than 16000 fans. This year, the Smart Citizen 2.0 moves ahead from basic energy conservation and looks at conserving energy at a greater level resulting in higher yields and efficient and sustainable functioning of the society.

Ingersoll Rand has launched this contest as part of its Social Convergence initiative. Through this platform, Ingersoll Rand seeks to make its audiences realize the need to judiciously use energy in today's world by allowing them to participate and learn more about the various sources of clean energy and their potential benefits.

On this occasion, **Swati Bhattacharya, Vice President - Corporate Relations, Branding and Public Affairs at Ingersoll Rand** said, "We are proud to announce the launch of Smart Citizen 2.0 and we firmly believe this application will help in creating awareness about energy conservation and sustainable living. The aim is to provide the basic information on energy consumption on transport, home, office and public utilities to people who can join hands to strive towards a greener and energy efficient future."

"At Ingersoll Rand we have always advocated the need for energy efficiency and sustainability. Smart Citizen 2.0 app is expected to spread this vision with millions of netizens on Facebook in India and help them in transforming their everyday life", she added.

The Smart Citizen Contest 2.0

Ingersoll Rand Family of Brands



Smart Citizen 2.0 is in the form of a contest based on the principles of REUSE, REDUCE & RECYCLE. The contest allows the participant to create a whole city consisting of houses, offices and industrial workshops. It allows setting the optimum rules for a sustainable society in order to maintain a balance between the energy consumed and energy conserved by using innovative methods.

The app will educate its audiences in the country on conserving natural resources in their day to day living in a fun and interactive way. The app allows the user to register and learn about various methods of conservation of energy and natural resources. Proceeding to the main challenge the user will need to complete the three scenarios related to planning the city, setting the laws and optimizing individual energy consumption by choosing the most energy efficient option in the shortest possible time.

The winner of the contest stands a chance to win a brand new interactive Air Conditioner from Trane, a brand of Ingersoll Rand that offers residential solutions. Other interesting daily prizes such as Smart Citizen branded eco - friendly tote bags and shopping vouchers are also on offer. The contest, that is open to all Facebook users in India, was launched on July 09, 2014. Results will be announced on Sept 15, 2014.

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About Ingersoll Rand in India

Ingersoll Rand is committed to India and is implementing strategies for product innovation and design for Industrial Technologies; Food Safety; Energy Efficiency and Sustainability. The company is based out of 18 locations in the country. Ingersoll Rand believes that Innovation for emerging economies is critical for products to succeed in these markets. The company has three world class manufacturing facilities at Naroda, Sahibabad and Chennai; and two Engineering and Technology Centers at Bangalore and Chennai. Ingersoll-Rand (India) Limited is listed on the National Stock Exchange of India and the Bombay Stock Exchange. For more information, visit www.ingersollrand.co.in.