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Ingersoll Rand drives the Green Agenda with launch of Smart Citizen 3.0 *A contest to generate awareness about environment conservation*

New Delhi, August 28, 2015: Ingersoll Rand, a world leader in creating comfortable, sustainable and efficient environments, announces the launch of its new interactive microsite [Smart Citizen 3.0](#) that will educate its audience on conserving natural resources in their day to day living. The platform will allow people to enrol themselves in an engaging activity on energy conservation while providing insights on various natural sources of clean energy and their conservation.

Smart Citizen 3.0 like its predecessors* will be based on the principles of REDUCE, REUSE and RECYCLE. However, in the present day scenario where the natural resources are depleting rapidly, adopting these 3 Rs are not enough. This year the initiative goes a step further and adopts the 4th R - 'REFUSE'. The microsite will educate the audience the ethos of prevention by simply 'REFUSING' to accept products, services and routines that are harmful for the environment. Smart Citizen 3.0 through its interactive design and content, aims to propagate about these 4 Rs by embedding them intelligently in the contest.

Announcing the launch, **Swati Bhattacharya, Vice President - Corporate Relations, Branding and Public Affairs at Ingersoll Rand** said, "After very successful last two seasons of the Smart Citizen initiative, we are now delighted to launch Smart Citizen 3.0 microsite as a part of Ingersoll Rand's Social convergence initiative. This initiative reiterates our commitment towards creating sustainable, comfortable and efficient environments that advance the quality of life while driving sustainable progress for the society. *With the current focus on smart cities in the country* Smart Citizen 3.0 will act as a platform to educate and increase awareness for the need of green and energy efficient technologies for a sustainable future."

Smart Citizen 3.0 will focus on the technologies and requirements that go into building a smart city while setting optimum rules for a sustainable society in order to maintain a balance between the energy consumed and conserved by using innovative methods by a household, at a workplace and at an individual level. The contestant will need to complete the 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. The first and the second

runners up stand a chance to win e-gift vouchers worth 10,000 and 5000 respectively. Other interesting daily prizes such as Smart Citizen branded eco - friendly tote bags are also on offer. The contest commenced on August 27, 2015 and is open to all LinkedIn, Facebook or Google+ users in India.

**Smart Citizen Contest was launched in 2013 as a Facebook app using social media as a platform to spread the message of environment conservation. Till now, the contest has reached over 8 lakh Facebook users with more than 40,000 users engaging with the app over the last two seasons.*

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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