



## Press Release

### **Grasim Industries awards Green Certificates to women in the manufacturing industry at a case study competition in Indore**

*20 Companies participated in the Indore Regional Round of Aditya Birla Group presents Manufacturing Today “Reinventing the Future 2018 – Great Teams at Work”*

Aditya Birla Group, one of India’s leading manufacturing companies with diversified interests, has partnered with Manufacturing Today, to present ‘*Reinventing the Future – Great Teams at Work*’ summit and competition in Indore. This year, the main focus was on ‘Women in Manufacturing’, under which various organizations shared their initiatives towards gender inclusivity at the shop floor level.

Aditya Birla Group’s flagship company Grasim Industries Limited, with a strong presence in viscose staple fibre and chemicals in Madhya Pradesh, recognised the growing representation of women talent in the manufacturing sector by awarding a unique Green Certificate. This certificate promises that the company will plant a tree on their behalf and make Mother Earth a greener planet. At the summit, Sumita Bhatia from Cummins, Preeti Choubey, Neha Belhekar and Shikha Lal from John Deere were awarded Green Certificates.

Mr. K Suresh, – Unit Head of Staple Fibre Division Nagda, Grasim Industries Limited said, “Manufacturing is a key driver of the Indian economy and sharing of best practices creates an eco-system of co-learning and knowledge-sharing amongst the young manufacturing professionals. It was a pleasure to witness the passion and innovation-driven ideas that have been executed successfully by various organizations.” He added, “We are committed to plant 20,000 trees and encourage everyone to plant more trees. Green Certificate is our commitment to plant trees and make our future greener.”

Reinventing the Future 2018 – Great Teams at Work, is a one-of-a-kind event. Teams from some of India’s top manufacturing companies competed via case study presentations.

The companies competed across diverse categories – Cost Optimization, Technology, Sustainability, People Initiatives, Safety and Quality. The regional winners will have the rare opportunity to compete against other regional winners in a national-level competition to be held on 21st September 2018, in Mumbai.

The annual event, presented by Aditya Birla Group for the last five years, has become an exciting, knowledge-sharing platform for manufacturing professionals in Plant Operations, Production Management, Quality Control, Technical & Engineering and HR.

Aditya Birla Group has 130 world-class manufacturing plants across the globe, with 65% of its workforce engaged in the manufacturing sector. The Group was named Best Employer in India, 2018 by Aon Hewitt.

Indore, 23<sup>rd</sup> July, 2018