

20th August 2009**EMERGENT VENTURES INDIA ANNOUNCES THE 'FE-EVI GREEN BUSINESS SURVEY 2009'**

Gurgaon, India: Emergent Ventures India and The Financial Express, in collaboration with the Indian School of Business have jointly launched the second year of the 'FE-EVI Green Business Survey', seeking to capture corporate India's actions towards mitigating climate change. The top 10 companies from 11 different business sectors will be reviewed and ranked based on initiatives taken by them to mitigate climate change.

An overwhelming response of over 200 companies in last year's survey clearly demonstrated that Indian businesses are aware of climate change and its effects. This year's survey goes to the next level. In addition to a comprehensive questionnaire, face to face interviews and detailed secondary research will also take place and will involve sector specific comparison and rankings. Comparison parameters will be developed by an independent, third party, multi-stakeholder advisory panel. Willingness of customers, investors and regulatory bodies to move towards low carbon products and practices will also be assessed.

The respondent profile includes senior management from the top companies in sectors such as power, automobiles, steel, IT, paper, real estate etc. The survey will be completed in November 2009 and a report will be released just before the 15th Conference of Parties to the United Nations Convention on Climate Change in Copenhagen. The launch event will feature a presentation on the rankings & findings, roundtable discussion with industry leaders and interviews with the press. Attendees will be CEOs and senior corporate leaders, members of the government and other experts in the climate change space.

Mr. Vinod K Kala (Managing Director, EVI) quoted *"The big challenge of climate change has to be met head on. This requires rapid dissemination of 'best in class' work already underway in various sectors so that good ideas can be adopted widely and we understand the potential 'risks' and 'opportunities' better. The survey is an important initiative in this direction."*

"We look forward to wide and intensive participation from Indian businesses and experts. We also hope that the momentum towards a 'lean carbon economy' is strengthened further, with many more joining the serious fight to save our beautiful planet"

About Emergent Ventures India

EVI is a leading climate change advisory firm. EVI recognizes that a low carbon economy is inevitable and companies must prepare to compete in the new environment this will create. EVI helps companies uncover efficiencies, optimize revenue streams using environmental markets, identify and address potential risks & opportunities - all with a view to maximizing returns.

To know more, please visit: www.emergent-ventures.com

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