

Panasonic partners with 200 schools to raise awareness on International E-Waste Day

~Spreads awareness on responsible disposal of e-waste~

New Delhi, October 14, 2019: In line with its vision of building 'A Better Life, A Better World', Panasonic India, a leading diversified technology company, today celebrated the International Electronic Waste Day by raising awareness on responsible disposal of e-waste through partnership with various Delhi-NCR based schools.

The initiative is a part of the company's flagship program '**Harit Umang – Joy of Green**', aimed at nurturing the ecosystem by developing sustainable practices and imparting green knowledge through active engagements with schools and communities. The event was addressed by the **Guest of Honor, Dr. Sandip Chatterjee, Director and Scientist F, Ministry of Electronics and Information Technology, Government of India** along with **Mr. Manish Sharma, President and CEO, Panasonic India and South Asia** and **Ms. Ritu Ghosh, Head, Corporate Affairs & CSR, Panasonic India** and saw various theme based performances by students highlighting safe methods of collection and disposal of e-waste.

Upholding its Green Practices agenda, the company strengthened its partnership with 200 schools across Delhi-NCR region, with an aim to sensitize and encourage responsible disposal of e-waste and plastic waste in and around school campuses. As one of its key pillars, the program has been creating awareness regarding the ill-effects of uninformed behavior and importance of enabling right channelizing of e-waste and plastic waste ensuring safe recycling. Panasonic has donated various recycling bins to schools and RWAs to encourage young and old alike join the collection drive with commitment to safe disposal of electronic waste.

Speaking on the occasion, Mr. Manish Sharma, President and CEO, Panasonic India & South Asia, said, *"We, at Panasonic are proud to be a part of the country's efforts towards building a sustainable future. In line with our commitment towards a greener tomorrow, not only are we working towards creating a protective ecosystem for the people, but also urging them to proactively become active agents of change and help us realize our vision of a brighter future. And who better to take this momentum forward than the youth of our country."*

Commenting on the development, Ms. Ritu Ghosh, Head, Corporate Affairs & CSR, and Panasonic India said, *"We at Panasonic are committed towards an environmentally responsible initiative that ensures safe collection and disposition of e-waste. Through actively engaging with the student community, we want to spread awareness and encourage ecofriendly practices among the young minds."*

In addition to the initiatives around **e-waste management and responsible recycling**, Harit Umang program is also focused building **zero plastic zones** in and around school campuses, **tree plantation** across the country and raising awareness around **energy efficiency**. Panasonic is also inviting entries from schools across Delhi NCR to their 'Joy of Green Olympiad' which will recognize the green ambassadors and award schools for their contribution including maximum collection of e-waste.

About Panasonic India

Headquartered in Osaka, Japan, Panasonic Corporation is a worldwide leader in the development of diverse electronics technologies and solutions for customers in the consumer electronics, housing, automotive, and B2B businesses. The company, which celebrated its 100th anniversary in 2018, has expanded globally and now operates 582 subsidiaries and 87 associated companies worldwide, recording consolidated net sales of 8.003 trillion yen for the year ended March 31, 2019. Committed

to pursuing new value through innovation across divisional lines, the company uses its technologies to create a better life and a better world for its customers. To learn more about Panasonic, visit <http://www.panasonic.com/global>

For media queries, please contact:

Panasonic India | Harleen Kaur | +91 9205282854 | Harleen.kaur01@in.panasonic.com

MSL Group | Riddhi Sharma | + 91- 8587804685 | riddhi.sharma@mslgroup.com