

Godrej aer to 'change the air' in partnership with Uber ; encourage riders to SwitchToPOOL

*Campaign to go live across 6 UberPOOL cities on 'National Pollution Control Day'
for the month of December*

Delhi, December 02, 2016: Observing "National Pollution Control Day", Godrej 'aer' a leading home and car fragrance brand from Godrej Consumer Products kick started a unique campaign '#changetheaer' towards alleviating the challenges of pollution in Delhi. Godrej AER has partnered with Uber, the world's largest on-demand ride-sharing company to tackle the menace of pollution and traffic-congestion in Delhi.

With an objective of aligning itself to the vision of a cleaner India, Godrej AER & Uber is taking a positive step towards create awareness and curb the pollution levels by encouraging riders to use carpooling and ride-sharing solutions like UberPOOL. This initiative is also an extension of Uber SwitchToPOOL campaign.

Godrej aer's messaging has revolved around the thought of changing the air. The brand has always associated itself with contextual issues. Godrej aer, being a car fragrance, ensures great fragranced air inside the car, and in this case, the brand is encouraging people to take the responsibility to change the air outside, by helping in reducing pollution. In an interesting, engaging and relatable manner. While people are aware about the positive effects about carpooling and the impact it has on the air around us, not many pay heed to it. Therefore, Godrej aer decided to package carpool with a whole lot of fun and quirk to encourage a behavioral change and make people want to carpool.

The partnership will go live on National Pollution Control Day (December 2nd, 2016) across all 6 cities where Uber operates its POOL services. Under this partnership, riders will be able to avail a discount on UberPOOL rides throughout the month of December 2016, by using the promo code 'GODREJAER'.

"Congestion is more than just an annoyance; it's a drain on our cities, our economies, our health, and our planet. Across India, traffic congestion leads to an estimated loss of Rs 60,000 crore per year, including fuel wastage. We believe that tackling pollution levels and congestion requires concerted action, collaborative partnerships as well as participation and involvement from the corporate citizens. We are pleased to partner with Godrej aer and are confident that through this association, we will be able to 'change the air' for the better; drive a positive change by advocating the use of car-pooling and ride-sharing services like UberPOOL," **said Mr Prabhjeet Singh, General Manager Delhi & NCR, Uber India.**

Commenting on the initiative, **Sunil Kataria, Business Head - India & SAARC Countries, Godrej Consumer Products Ltd** said "Godrej Consumer Products has always strived to make the lives of consumers brighter and better. Carrying this philosophy forward, Godrej Aer has taken the initiative of creating awareness around controlling pollution levels in the cities, and what better way than to reduce the number of cars on road!. Through the launch of our campaign #ChangeTheAir, in partnership with Uber we encourage riders to use carpooling and ride-sharing solutions like UberPOOL and do their bit to reduce carbon emissions."

He further added " On this occasion of "**National Pollution Control Day**", I would urge commuters to car pool and godrej aer will offer them a discounted UberPOOL ride throughout the month of December 2016, by using the promo code GODREJAER"

UberPOOL has been one of the most innovative offerings of Uber, enabling people going the same way at the same time to share their journey by bringing carpooling

at the tap of a button. Starting with Bengaluru in September 2015, UberPOOL was introduced in Delhi in December 2015 followed by Hyderabad, Kolkata, Mumbai and Chennai in 2016.

Since the launch of uberPOOL in India, Uber has partnered citizens in saving a total of 12,880,000 kilometers of travel, equaling about 605,000 liters of fuel saved and 1,400,000 kgs of CO2 emissions cut. To put that in perspective, Uber has managed to save commute worth almost 17 trips to the moon and back, fuel that would fill 60% of an Olympic size swimming pool, and cut down on emission that would otherwise have taken 1325 acres of forest one year to remove!

About Uber

Uber is evolving the way the world moves. By seamlessly connecting riders to drivers through our app, we make cities more accessible, opening up more possibilities for riders and more business for drivers. From our founding in 2009 to our launches in hundreds of cities today, Uber's rapidly expanding global presence continues to bring people and their cities closer. Today Uber is available in 450+ cities across 73 countries. The service is available in 29 Indian cities -- more than any other country outside the United States and China. www.uber.com

About Godrej aer

Godrej aer is a young, ambitious entrant in the fragrance category that crossed 100 crores in just 4 years. It has a wide range of designer innovative car and home fragrances. It is currently amongst the leaders in the Indian air care market. It recently ventured into the bathroom space by launching a bathroom freshener, with the product Godrej Aer Pocket. Godrej aer innovates with every product and sees itself as a thought leader in the fragrance market.

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