



Atul receives prestigious Siemens Ecovatives Award 2010 in Earth Care category for Tissue Culture Date Palm project



Atul Ltd has been awarded the prestigious Siemens Ecovatives Award 2010 in the 'Earth Care' category at a glittering function held in Hotel Taj Lands End, Mumbai on December 13, 2010 evening. This award was presented to Atul Ltd for its unique innovative green initiative of 'Greening the Deserts' through scientific cultivation of tissue cultured date palms.

The award was presented by Dr Prodipto Ghosh, member of Prime Minister's Council for Climate Change and former Secretary, Environment and Forest in the Union Government

of India. Mr B N Mohanan, Whole-time Director & President – Infrastructure Unit received the award on behalf of Atul Ltd.

This award was in association with CNN IBN TV channel and Ernst and Young were process advisors to this reputed award. The award selection process had 4 rounds of evaluation – detailed nominations, teleconference with process advisors, personal verification at Rajasthan sites and final presentation to jury members.

The 3 finalists short-listed for this award category were ITC Ltd, Tata Power and Atul Ltd. Finally, Atul Ltd was judged the final winner.

Atul was also awarded first prize in the prestigious Khalifa International Date Palm Award in Abu Dhabi for Tissue Culture Date Palm project in year 2009. This award was contested by 19 countries worldwide.