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press release

WBCSD Cement Sustainability Initiative and IFC announce cooperation towards low carbon growth in Indian cement sector

Geneva, August 6, 2012 – member companies of the World Business Council for Sustainable Development's (WBCSD) Cement Sustainability Initiative (CSI) , ACC Limited, Shree Cement Ltd and Ultratech Cement Ltd, and the International Finance Corporation (IFC) announced signing of cooperation agreements to support low carbon investment in the Indian cement sector.

The cooperation agreements are part of a project the industry is co-leading, to develop the Low Carbon Technology Roadmap for the Indian Cement Industry. The Indian roadmap, to be launched in late 2012, will be the first roadmap to focus on one specific industrial sector in a single country. WBCSD's CSI and the International Energy Agency (IEA) 2009 Global Cement Technology roadmap was the first report of its kind to provide an ambitious vision for carbon emissions reductions for one industry sector as a whole, up to 2050. The roadmap outlines a possible transition path for the industry to make continued contributions towards a halving of global CO₂ emissions by 2050. As part of this contribution, this roadmap estimates that the cement industry could reduce its direct emissions 18 percent from 2005 levels by 2050.

Involvement from the IFC has enabled the WBCSD to widen the project's coverage and scope. As part of the roadmap project, a set of technical papers on greenhouse gas emission reductions relevant to the Indian cement industry has been developed. IFC support will enable CSI member companies in India to undertake a resource efficiency assessment looking into feasibility of implementation of these technologies at selected manufacturing locations. The assessment will identify specific areas where investments related to energy efficiency, technology up-gradation, material conservation etc can lead to greenhouse gas (GHG) emissions reductions.

Philippe Fonta, Managing Director of the CSI, announcing the co operation, said: "I'm delighted to see the roadmap project co-chair companies sign cooperation agreements with IFC, to assess practical implementation of low carbon technologies at specific plants. Through this, member companies in India continue to contribute to CSI's global efforts to lead the industry to a lower carbon future. With 25 members in over 100 countries, CSI can reach out to the cement industry globally and will share the learning from this important work in India with the industry more broadly."

Ramesh Ramanathan, Manager, (Manufacturing, Agri business and services), IFC South Asia said: "While public policy responses are critical in addressing climate change, the private sector also plays a leading role in providing innovative business solutions. IFC works with domestic and international partners to catalyze resources and help business fill financing and knowledge gaps in areas such as renewable energy and efficient

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technologies. We view the roadmap project as a unique initiative to share best practices in sustainability.”

The India roadmap is being developed collaboratively by the WBCSD’s CSI and the IEA. It is led by CSI member companies in India which represent over 65percent of the country’s cement production. They are: ACC Ltd, Ambuja Cements, Dalmia Bharat Cement Ltd, HeidelbergCement India Ltd, Jaypee Cements Ltd, Lafarge India Private Ltd, My Home Industries Ltd / CRH, Shree Cement, Shree Digvijay Cement Co Ltd – Cimpor Group, UltraTech Cement and Zuari Cement. The IEA is bringing expertise in data analysis and modeling, and roadmap development. Technical consultancy is being provided by the Confederation of Indian Industry (CII) and the National Council for Cement and Building Materials (NCB).The global Cement Technology Roadmap 2009 is available at: www.wbcspcement.org/technology.

About the World Business Council for Sustainable Development (WBCSD)

The World Business Council for Sustainable Development is a CEO-led organization of forward-thinking companies that galvanizes the global business community to create a sustainable future for business, society and the environment. Together with its members, the council applies its respected thought leadership and effective advocacy to generate constructive solutions and take shared action. Leveraging its strong relationships with stakeholders as the leading advocate for business, the Council helps drive debate and policy change in favor of sustainable development solutions.

The WBCSD provides a forum for its 200 member companies - who represent all business sectors, all continents and a combined revenue of more than \$7 trillion - to share best practices on sustainable development issues and to develop innovative tools that change the status quo. The Council also benefits from a network of 60 national and regional business councils and partner organizations, a majority of which are based in developing countries.

About the Cement Sustainability Initiative (CSI)

The Cement Sustainability Initiative (CSI) is a global effort by 25 leading cement producers, with operations in more than 100 countries. Collectively these companies account for around 30 percent of the world’s cement production and range in size from very large multinationals to smaller local producers. In India, CSI members account for 60 percent of production. All CSI members have integrated sustainable development into their business strategies and operations, as they seek strong financial performance with an equally strong commitment to social and environmental responsibility. The CSI is an initiative of the World Business Council for Sustainable Development (WBCSD). www.wbcspcement.org

About the International Finance Corporation (IFC) IFC, a member of the World Bank Group, is the largest global development institution focused exclusively on the private sector. We help developing countries achieve sustainable growth by financing investment, mobilizing capital in international financial markets, and providing advisory services to businesses and governments. In FY12, our investments reached an all-time high of more than \$20 billion, leveraging the power of the private sector to create jobs, spark innovation, and tackle the world’s most pressing development challenges. For more information, visit

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sustainability solutions proposed by WBCSD

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