

March 26, 2010

Earth Hour 2010 on March 27, 2010 during 08:30 p.m. to 09:30 p.m.

Earth Hour is a global event organized by WWF (World Wide Fund for Nature, also known as World Wildlife Fund) and is held on the last Saturday of March annually, asking households and businesses to turn off their non-essential lights and other electrical appliances for one hour to raise awareness towards the need to take action on climate change. Earth Hour 2010 will take place on March 27, 2010 from 8:30 p.m. to 9:30 p.m. local time, and is a global call by World Wildlife Fund (WWF) to action by every individual, every business and every community throughout the world.

IFFCO being proactive and committed to combat against climate change, it is proposed to observe Earth Hour on March 27, 2010 during 08:30 p.m. to 09:30 p.m. at Head Office, all Units of IFFCO and all Marketing Offices at Zonal, State and Area level. All are requested to put off the non-essential electric lights and other electric appliances at their office and residence for 1 hour from 8:30 p.m. to 9:30 p.m. on March 27, 2010 as a support of this event.

“The Earth Hour is dedicated to a concern for the future of the Earth and coming generations. So it is proposed that let us be involved and stand together for a sustainable future.”

With best wishes,


(RAKESH KAPUR)

To: All Employees