

Engro conserves 256 hectares (635 acres) of Pakistan's forest cover

Lahore, July 10, 2012- Engro Polymer & Chemicals Limited (EPCL), a subsidiary of Engro Corporation, inaugurated a Forest Photography Exhibition showcasing the rich flora of Pakistan. Titled "FoRest of Life", the exhibition will be displayed at the Al-Hamra Art Gallery in Lahore, from 10th July till 18th July, 2012 and will be open for public viewing.

The pictures on display have been captured by Yasir Nisar, photographer extraordinaire, and represent the various forests in Pakistan including sub Alpine coniferous Forests, Dry temperate coniferous Forests, Moist temperate coniferous Forests, Sub Tropical Pines, Dry-Tropical Broad-leaved Forests, Dry Tropical Thorn forests, Riverain Forests, Mangroves, Irrigated Plantations and Liner Plantations as well.

Addressing the inauguration, Khalid Siraj Subhani, CEO, EPCL highlighted, "Forests represent the sheer strength of nature and consequently a nation, and as responsible corporate entities we believe it is our duty to protect and progress this natural endowment. Our conservation campaign is fuelled by our two-pronged objective of conserving the natural resources of Pakistan and also educating the public on the richness of our forest cover."

Engro Polymer initiated the forest plantation and restoration campaign in collaboration with provincial departments of Punjab and Khyber-Pakhtunkhwa, environmental NGOS and groups like WWF in 2009 and through a pan-Pakistan focus an aggregate 256 hectares of forests have been planted under the campaign to date. Earlier, Engro Polymer had also collaborated with WWF Pakistan to plan mangroves along the shorelines of the Arabian Sea and to date over 150,000 saplings above man-height have been planted which serve as a breeding habitat for fish, prawns and other marine life, and offers venerable source of food to migratory birds.

Engro Polymer & Chemicals focuses on active participation in social and community development programs targeting the community within which it operates. The exhibition has been launched with a collective aim of reaching out to the community and creating an acute awareness of the importance of preserving this important resource. The exhibition is a testament to the Company's commitment to its forestation program "The Go Green Drive" which was initiated in 2009 and leads up to 2011 being declared the 'International Year of Forests' by the United Nations.

About Engro Polymer & Chemicals Limited

Established in 1997, Engro Polymer & Chemicals Limited (EPCL) is the subsidiary of Engro Corporation. It is the only Integrated Chlor-Vinyl Complex in Pakistan after successfully commencing commercial production of VCM plant in 2010. It is involved in the manufacturing, marketing and distribution of PVC and Chlor-Vinyl products.

For more Information:

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