

**Press Release
For Immediate Release**

December 2, 2016

ICICI Bank honours winners of Swachh Society Awards

- **Honourable Chief Minister of Maharashtra handed over the awards to the winners**
- **Over 7,000 residential societies in the Mumbai Metropolitan Region participated in the unique contest that spanned over 50 days**

Mumbai: ICICI Bank, India's largest private bank by consolidated assets, today announced the winners of **Swachh Society Awards**, a unique contest to recognise and reward clean and green residential housing societies in the Mumbai Metropolitan Region (MMR).

The **Honourable Chief Minister of Maharashtra, Shri Devendra Fadnavis** presented the awards to the winners at an event at ICICI Bank's corporate office at Bandra Kurla Complex in Mumbai. The awards were given to societies for their exemplary efforts on energy conservation, rainwater harvesting, waste management and adoption of clean-green technology, among others.

ICICI Bank launched the 'Swachh Society Awards' in July this year with the objective of sustaining the spirit of the 'Swachh Bharat Abhiyan' as well as recognising and celebrating excellence in cleanliness and safety and adoption of green technology in housing societies. It was open for all residential societies registered with the Municipal Corporations of Greater Mumbai, Thane, Kalyan-Dombivli, Ulhasnagar, Bhivandi-Nizampur, Navi Mumbai, Mira-Bhayandar and Vasai-Virar; and Municipal Councils of Ambarnath and Parel, and Localities of Kharghar and Kalamboli.

Speaking at the event, Ms. Chanda Kochhar, MD & CEO, ICICI Bank, said: "The ICICI Group has been engaged in nation-building since our foundation in 1955. Taking forward this rich tradition, we commenced our participation in the Swachh Bharat Abhiyan in 2014, shortly after it was launched by the Honourable Prime Minister. The Swachh Society Awards were born out of our belief that we must catalyse the participation of more and more people in this mission to truly make it successful and sustainable. Today, we were delighted to have the Honourable Chief Minister of Maharashtra Shri Devendra Fadnavis grace the occasion as the Awards were presented to representatives of housing societies from across the Mumbai Metropolitan Region in recognition of their exemplary efforts towards a clean and green India."

The Vijaynagar Co-operative Housing Society Limited, Andheri East received the top honour, the **Mega Award – Gold**, while the Mega Award - Silver went to Thane-based Anand Kores Towers Co-operative Housing Society Limited. The Mega Award - Bronze award went to the Ashok Tower Co-operative Housing Society Limited, Parel. The winning societies were awarded cash prizes of Rs. 15 lakh, Rs 5 lakh and Rs 2 lakh respectively. Sealine Co-operative Housing Society Limited in Khar West was presented with the Clean Crusader Innovation award for implementing novel ideas in its society and was also awarded Rs. 2 lakh. Total cash prizes of over Rs. 30 lakh were awarded across categories. The winners will use these monies towards building infrastructure for clean, green and safe societies.

The Swachh Society Awards programme received entries from over 7000 residential societies in MMR over 50 days in July and August this year. First, the shortlisted entries were validated through a society visit by United Way Mumbai, an NGO and the community impact partner of the 'Swachh Society Awards'. United Way Mumbai has expertise in the field of cleanliness and water resource, and waste management. Then, an eminent jury comprising Ms. Seema Redkar, former Officer on Special Duty of Municipal Corporation of Greater Mumbai, Ms. Radhika Kaji, Advisory Board member of Cloud Income Properties, entrepreneur and philanthropist and Mr. Saurabh Singh, President, ICICI Foundation for Inclusive Growth selected the final winners.

The Swachh Society Awards ceremony was attended by its programme partners namely Housejoy.in, Thyrocare, Whaters, Care 24 and Club Mahindra.

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