



**PRESS RELEASE – 8/16/08**

### **CELEBRATE ONAM FESTIVITIES WITH ENVIROFIT COOKSTOVES**

- *Stoves that cook faster, save fuel, prevent pollution and cook food just as tasty*
  - *Available in a range of colours and beautiful designs*

Onam is a time for family reunions, celebrations and welcoming King Mahabali with a grand Onam Sadhya. It is also a time when the kitchen becomes an important area of focus as the sumptuous, home-cooked, traditional meal is prepared and homes are decorated to welcome the legendary king and family guests. Make your Onam more meaningful with the newly launched Envirofit biomass cookstoves that cook faster, save fuel and prevent indoor air pollution. What's more – the cookstoves also look beautiful, let you cook in traditional ways like your ancestors before you, and make your food just as tasty.

Available in a range of colours and attractively priced for festival season between Rs 500/ and Rs 1000/, the Envirofit cookstoves burn traditional biomass fuels (e.g. wood, crop waste), and are engineered to use less fuel while significantly reducing toxic emissions. This is not your typical cookstove as it has been developed by a team of world-renown engineering experts after years of research. Envirofit cookstoves are made of durable, high-quality materials and have been designed to specifically meet the cooking needs and habits of Indian households. The cookstoves also reduce cooking cycle time by more than 40% and use over 50% less fuel, which means less fuel expenses and more time you can spend with your family and friends.

One of the most important benefits of the Envirofit cookstoves is they reduce smoke and toxic emissions by as much as 80%! With an Envirofit stove in your home you eliminate smelly, dirty smoke -- this keeps cooking pots clean and your home welcoming for your family and Onam guests. In addition, the reduction in toxic emissions prevents the effects of indoor air pollution (IAP) which cause over 500,000 deaths in India every year. Envirofit International is working with their global partner the Shell Foundation to raise both awareness of the problem of indoor air pollution and an easy solution - just bring an Envirofit clean-burning cookstove home with you today, just in time for Onam!

With Envirofit cookstoves, the Onam Pookkalam will not be the only thing looking good in your home this Onam. Contact Abdul Razaq on 09895284550 for more information.

### ***About Envirofit International and Envirofit India***

Founded in 2003, Envirofit International, Ltd. is a US-based 501(c)(3) non-profit corporation that develops engineered solutions to improve the human condition on a global scale, with a primary emphasis on applications in the developing world. Envirofit India Private Ltd was founded in 2007 to research, market and deliver clean burning cookstoves to the Indian market. Envirofit utilizes the same rigorous product-development methodology and protocols used in modern industry to develop and commercialize energy-efficient, pollution-reducing technologies that have the greatest potential positive impact on global environmental, economic, and public health issues. For more information, visit Envirofit India's cookstoves website at <http://www.envirofitcookstoves.org> or Envirofit International's website at <http://www.envirofit.org>. For channel opportunities in India contact Envirofit India at 080 41153808 or +91 93433 33722.

### ***About the Shell Foundation***

Shell Foundation was established by Shell Group in 2000 as an independent, UK registered charity (no.1080999) operating with a global mandate. It focuses on enterprise-based solutions to poverty and environmental challenges linked to the impact of energy and globalization. It acts like an investor, identifying financially sustainable solutions to these challenges that can be taken to scale and replicated to achieve global impact. By 2010 the Foundation will have used \$75 million to leverage \$350 million from other organizations. For more information, visit the Shell Foundation website at <http://www.shellfoundation.org>.

# # #

### **For media queries, please contact:**

*Mahesh Nair / Susan Jacob*

*Corporate Voice | Weber Shandwick, Bangalore*

*Tel: 080 42451232*

*Mobile: +91 98803 76648/ + 91 97401 97317*

*Email: [maheshn@corvoshandwick.co.in](mailto:maheshn@corvoshandwick.co.in); [susan@corvoshandwick.co.in](mailto:susan@corvoshandwick.co.in)*