



India's Minister for Transport and Highways Mr. Nitin Gadkari discusses clean air with Blueair founder and CEO Bengt Rittri

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Blueair CEO Bengt Rittri meets with Indian Transport and Highways Minister Mr. Nitin Gadkari, discusses clean air projects

Stockholm, Sweden, November 23, 2016 – India's Minister for Transport and Highways, Mr. Nitin Gadkari met with Blueair founder and CEO Bengt Rittri to discuss the company's newly-launched 'Clean air for everyone' program in India.

The program launched with a donation of 200 Blueair air purifiers to schools in Delhi that will benefit the lives of around 10,000 students in schools in the

capital. Going forward, Blueair said, 'It is looking to make the program sustainable over the long term by encouraging like-minded corporations interested in improving the health of school children to partner in creating joint air pollution battling programs.'

'Clean air is a basic right of every child, and a society's concern towards its future generations is displayed in how it cares for those who are most susceptible and vulnerable. Sadly, air pollution is such an enormous problem that millions of children across India are breathing air that threatens their development, health and safety,' Bengt Rittri said.

He added, 'We are failing those children if we do not help them. On the back of the severe pollution seen during Diwali in Delhi, Blueair is launching this initiative by immediately donating air purifiers to Delhi schools as a first step.'

Mr. Rittri told Minister Gadkari that as part of a longer-term program, Blueair looks forward to working closely with the government to help spread the 'Clean air for everyone' initiative and increase awareness among younger people about ways to combat air pollution and protect the environment.

Blueair is a world leading producer of air purification solutions for home and professional use. Founded in Sweden, Blueair delivers innovative, best-in-class, energy efficient products and services sold in over 60 countries around the world. Blueair is part of the Unilever family of brands.

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