



NATIONAL  
GEOGRAPHIC







| A LEGACY OF 129 YEARS |





# UNRIVALLED STORYTELLING ASSETS

MAGAZINES



DIGITAL



FILMS



CHANNELS



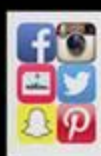
KIDS



EVENTS



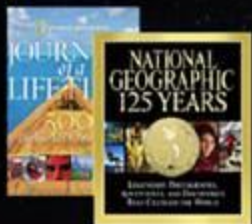
SOCIAL



MOBILE



BOOKS



HOME ENTERTAINMENT



NATIONAL  
GEOGRAPHIC



PHOTOGRAPHY



BRAND STUDIO



VIDEO



CARTOGRAPHY





| 27% OF OUR PROCEEDS

| TO THE NON-PROFIT NATIONAL GEOGRAPHIC SOCIETY |





ACCORDING TO GLOBAL BRAND TRACK 2015



NATIONAL  
GEOGRAPHIC

IS

#1

TRUSTWORTHY

LEADER IN SCIENCE  
AND EXPLORATION

WORLD CLASS STORYTELLER

DISTINCTIVE

ALWAYS ENTERTAINING

RELEVANT TO MY LIFE





# OUR GUIDING PILLARS

## CELEBRATE

SCIENCE AND INNOVATION



## EXPLORE

NEW FRONTIERS



## SUSTAIN

THE PLANET



## PRESERVE

WILD ANIMALS AND WILD PLACES











**WE PROPOSE**

1 x 44 MINS DOCUMENTARY

# WINDS OF CHANGE

TACKLING THE BURNING ISSUES OF INDOOR AIR POLLUTION



1 x 44 MINS DOCUMENTARY

# WINDS OF CHANGE

HARD HITTING

CINEMATIC

COMPELLING

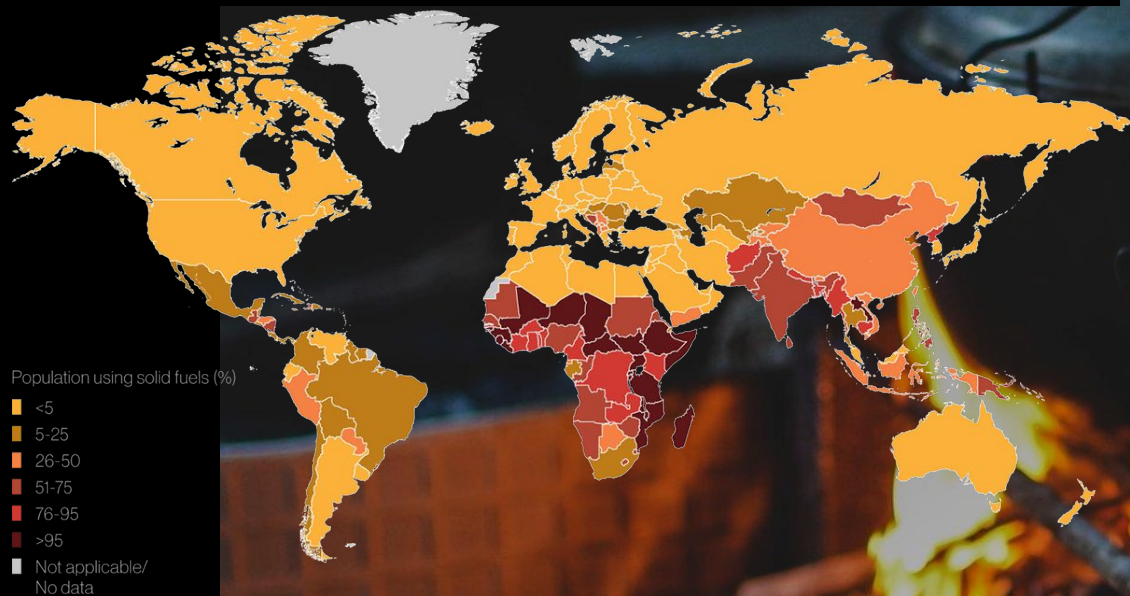
FILM ON **INDOOR AIR POLLUTION**





# GLOBAL EXPOSURE TO HOUSEHOLD AIR POLLUTION

1 x 44 MINS DOCUMENTARY



4

HAP IS THE FOURTH  
BIGGEST HEALTH  
RISK IN DEVELOPING  
COUNTRIES

4.3 million

PEOPLE PER YEAR DIE  
WORLDWIDE FROM  
EXPOSURE TO  
COOKSTOVE SMOKE\*

7.7

PERCENTAGE OF GLOBAL  
MORTALITY DUE TO  
HOUSEHOLD AIR  
POLLUTION

500,000

DEATHS PER YEAR DUE  
TO AMBIENT AIR  
POLLUTION CAUSED BY  
TRADITIONAL COOKING



\* According to the World Health Organization [accessed April 2017]



## OUR PREMISE



All over the world, people cook over open fires and burn fossil fuels while doing so. Being exposed to household air pollution (HAP), negatively impacts health

At macro level the film will look at India's commitment to reducing the carbon emission and other similar initiatives to tackle HAP. Whereas at micro level it will carefully profile the transformation of the life of someone who has benefitted from this first of its kind initiative.

Taking an objective and balanced stance, documentary at one end will highlight the salient features of Pradhan Mantri Ujjwala Yojana (PMUY) and at another end it will talk about the environment as a whole and how these small initiatives are making that big difference

It will further talk about the short term impacts of PMUY and what goes into making an initiative of this magnitude possible.





1 x 44 MINS DOCUMENTARY

# COLLABORATING WITH



Dr Soumya Swaminathan  
WHO's first Chief Scientist



Sh Dharmendra Pradhan,  
Minister of Petroleum &  
Natural Gas



Sunita Narain  
Indian environmentalist and  
political activist



Dr Kirk R Smith  
Nobel Prize recipient, Professor of Global Environmental Health in  
the School of Public Health of the University of California, Berkeley  
and the Director of the Collaborative Clean Air Policy Centre

## HEALTH & ENVIRONMENT

## EXPERTS

## CABINET MINISTERS



PURSUING



A

PURPOSE DRIVEN  
INITIATIVE





THANK  
YOU

