



PRESS RELEASE

HCL Corporation & The Habitats Trust tie-up with Animal Planet to create awareness about the need to save species and their habitats with 'On the Brink'

The show unravels mysteries of the natural world and helps us understand why species that once lived in large populations, are now literally On the Brink

New Delhi, August 17, 2018— HCL Corporation, a global technology conglomerate, & The Habitats Trust, a recently launched foundation working towards protecting habitats and their indigenous species, have tied-up with India's number 1 wildlife channel Animal Planet to showcase a new TV series '**On The Brink**' to create awareness about Animal Conservation in India. The show, which will be aired on Animal Planet every **Monday at 21:00 hrs**, starting **August 20**, will unravel mysteries of the natural world and help understand why species that once lived in large populations, are now literally on the brink.

'**On The Brink**' will explore species and habitats rarely seen on Indian television and will witness the trials and tribulations of the endangered species as they are confronted with myriad threats to their survival. The species to be covered in **Season 1** of the series include **Red Panda, Fishing Cats, Slender Loris and Bengal Tiger**. The show will also share stories of hope, of solutions and of the courageous men and women at the forefront of the battle to save these species from extinction.

The series has been directed by National Film Awards winner - **Akanksha Sood Singh** and adventurer, explorer and wildlife presenter - **Malaika Vaz**- is the presenter of the show. In the 8-part series shot across the country, Malaika Vaz journeys through India, immersing herself in the most incredible landscapes and habitats and coming eye-to-eye with the rarely spotted animals that live there. Each episode highlights a story which is important to tell right now, or else it might get too late.

"Wildlife and habitats conservation is essential to maintaining the natural ecological balance of our planet; however, it is under serious threat largely due to human induced factors such as habitat destruction, overhunting, pollution and climate change. The earth is as much ours, as it is of the flora and fauna that inhabit it and there is a lot we can achieve if all of us pool in effort with an aim to save the endangered indigenous species," said, **Roshni Nadar Malhotra, CEO of HCL Corporation & Founder and Trustee of The Habitats Trust**. *"On The Brink is a concerted attempt to raise awareness about the importance and the urgency of animal conservation."*

"There is a dire need to create awareness about specie conservation as almost half of the 177-mammal species surveyed lost more than 80% of their distribution between 1900 and 2015. We are delighted to enter into this tie-up with HCL Corporation & The Habitats Trust to showcase a one of its kind series 'On The Brink'. This is in line with our enhanced focus on conservation as a part of our philosophy 'Humans Like Us'," said, **Zulfia Waris, Vice President - Premium & Digital networks, Discovery Communications India**.



“On The Brink is about nature programming that inspires wonder and curiosity. It goes beyond the megafauna to showcase India’s incredible diversity and importantly creates awareness about the need to save species and their habitat.”

Catch ‘On The Brink’ every Monday at 9 PM starting August 20 only on Animal Planet. Also watch the repeat telecast on Friday 4 at PM and Saturday at 12 NOON.

Watch the series promo:

YouTube: <https://www.youtube.com/watch?v=Kxbelfw5G9k&feature=youtu.be>

Facebook: <https://www.facebook.com/HCLEnterprise/videos/453899268448992/>

Notes to the Editor:

About HCL

Founded in 1976 as one of India's original IT garage start-ups, HCL is a pioneer of modern computing with many firsts to its credit, including the introduction of the 8-bit microprocessor-based computer in 1978 well before its global peers. Today, the HCL Enterprise has a presence across varied sectors that include technology, healthcare and talent management solutions and comprises three companies - HCL Infosystems, HCL Technologies and HCL Healthcare. The enterprise generates annual revenues of over US \$8.5 billion with more than 125,000 employees from 140 nationalities operating across 41 countries, including over 500 points of presence in India. For further information, visit www.hcl.com

About The Habitats Trust

Founded in 2018 by Roshni Nadar Malhotra, the CEO of HCL Corporation and Trustee of the Shiv Nadar Foundation, and Shikhar Malhotra, Vice Chairman of HCL Healthcare and Trustee of the Shiv Nadar Foundation, The Habitats Trust works towards protecting habitats and their indigenous species through strategic partnerships, focused on-ground efforts and engaging technology for conservation. The Foundation envisions a world where our natural habitats are secured for future generations, and humans live in harmony with the wildlife that share our planet.

About Animal Planet

Animal Planet is India’s number 1 wildlife channel that immerses viewers in entire spectrum of life in the animal kingdom with high quality content. For more than 20 years in India, Animal Planet has carried purposeful programming from every corner of the world capturing the beauty and splendor of the animal kingdom. The channel has recently adopted a new brand philosophy ‘Humans Like Us’. As a part of the new brand purpose, Animal Planet has sharpened focus on stories linked to animal conservation as it aims to awaken viewers to the need for animal welfare and conservation.

About Discovery Communications India

Discovery Communications India, the country’s leading infotainment player, is dedicated to satisfying curiosity, engaging and entertaining viewers with high-quality content through its portfolio of 12 channels including Discovery Channel, TLC, Animal Planet, Discovery HD World, Discovery Science, Discovery Turbo, Discovery Kids, Discovery JEET, Animal Planet HD World, TLC HD World, Discovery Tamil and a premium sports channel DSPORT. From survival to natural history, wonders of science to extreme jobs, motoring to travel and lifestyle, and the latest engineering



marvels to original content productions to live sporting events, each channel offers distinct must-watch programming to engage viewers across the country.

Discovery Communications India is a division of Discovery Networks Asia Pacific (DNAP). For more information, please visit corporate.discovery.com

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