

# Smart Chip partners with WWF-India for the conservation of Olive Ridley Turtles in the Odisha Coast

New Delhi, January 18, 2016 - Morpho (Safran), through its Indian subsidiary Smart Chip Private Limited, announced its collaboration with WWF-India, in the protection and conservation of the Olive Ridley Turtles that are the smallest of all sea turtles found in the world.

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Smart Chip is the industry leader in India in the business of providing digital identity and security solutions. It delivers integrated end-to-end business and e-governance solutions.

The Olive Ridley Turtles are found in the warm waters of the Indian Ocean, Pacific Ocean and Atlantic Ocean. In recent years, their numbers have been declining, as the species faces several threats along its migration routes and nesting beaches.

WWF (World Wildlife Fund) has been working towards their conservation in Odisha, which is home to one of the largest and most famous turtle nesting beaches in the world.

Smart Chip has entered into a three-year pact to support financially WWF-India in a project in Odisha, ensuring that this species of the turtle are given a new lease of life to thereby help them thrive in their habitats.

*By encouraging conservation, we can build a more secure future for our planet.*

*Sanjeev Shriya, Senior Vice President India at Morpho, and Managing Director, Smart Chip Private Limited*

**About IDEMIA** - OT-Morpho is now IDEMIA, the global leader in Augmented Identity for an increasingly digital world, with the ambition to empower citizens and consumers alike to interact, pay, connect, travel and vote in ways that are now possible in a connected environment.

Securing our identity has become mission critical in the world we live in today. By standing for Augmented Identity, we reinvent the way we think, produce, use and protect this asset, whether for individuals or for objects. We ensure privacy and trust as well as guarantee secure, authenticated and verifiable transactions for international clients from Financial, Telecom, Identity, Public Security and IoT sectors.

OT (Oberthur Technologies) and Safran Identity & Security (Morpho) have joined forces to form IDEMIA. With close to \$3 billion in revenues and 14,000 employees around the world, IDEMIA serves clients in 180 countries.

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