

Mahindra Group Launches #CelebrateDifferently

Brand

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Encourages citizens to celebrate their moments of joy differently by planting a tree

Mumbai, June 4th 2019: On World Environment Day, the Mahindra Group reinforced its long term commitment toward the environment with the launch of its first citizens' movement, #CelebrateDifferently.

This is the group's rallying cry to every citizen across India to embody the change they want to see in the world. In this movement, millennials are the primary catalysts to drive environmental change.

This is a digital-first campaign, designed to evoke a sense of consciousness towards the growing climate change crisis. Under the group's theme of #RiseAgainstClimateChange, citizens' will be engaged across all social media platforms.

A bilingual digital film is also being launched today to mark the start of this unique campaign. It urges people to celebrate the key milestones and achievements in their lives differently by planting a tree.

Under the Mahindra Hariyali initiative, over 16 million trees have been planted in the past 12 years, with a commitment to plant 1 million trees every year.

“The #CelebrateDifferently campaign embodies Mahindra's Rise philosophy by thinking differently to drive positive change; in this case by encouraging more Indians to plant trees in order to address the growing challenge of climate change. ” said **Ruzbeh Irani, President Group Communications and Ethics & Chief Brand Officer, Mahindra Group**

Actor and author, Soha Ali Khan was present at the inaugural event and is the first citizen to join this movement. She said " I truly believe, that the time to #RiseAgainstClimateChange is now. This World Environment Day, I have planted a sapling marking Kunal's and my joy at seeing Inaaya take her first steps in pre-school. Celebrating these small joys and milestone moments makes life more beautiful."

MSL India conceptualized the campaign with the ethos of encouraging people to #CelebrateDifferently by planting a tree. The objective is to start a citizens' movement by narrating the stories of millennials celebrating key moments in their life journey, and striking an emotional chord, with the objective of increasing the green cover on our Planet Earth.

The film showcases simple, and relatable instances of joy, that we normally experience in everyday life - from a birthday celebration, to getting an increment letter to running the first ever marathon, or simply the enthusiasm to see the Indian cricket team shine at the World Cup!

Each of these instances are brought to life by the protagonist of our film – a Tree. It says, “I am not just a Tree, I am the celebration of her birthday”. It could be any occasion - the start of your fitness regime, a great quarter of performance at work, even asking your partner’s hand in marriage – there are several reasons to celebrate.

At the end, the film urges us to celebrate these joyous moments differently by planting a tree. Alternately, individuals not able to do so immediately can

simply like, share or comment on #CelebrateDifferently and Mahindra will plant a tree on their behalf.

To watch the video, click here: <http://bit.ly/CelebrateDifferently->

About Mahindra

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

Media contact information :

Ankita Upadhyay

Group Communications, Mahindra & Mahindra Ltd.

upadhyay.ankita@mahindra.com

Mobile: +91 8826946333

Vibhuti Tandon

20:20 MSL

Vibhuti.tandon@2020msl.com

Mobile: +91 9718545253

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