

A star-studded launch for green initiative

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APL Apollo launched its new sustainability initiative — Steel for Green — at an event held at a Gurgaon hotel on November 2. In recent years, the brand has claimed to have taken major steps to contribute to a more sustainable planet and this event communicated this agenda both to members within the company and to the outside world.

Brand dealers from across the country were present at the event, along with brand officials across the hierarchy as well as important celebrities associated with the brand.

The event saw the participation of Karisma Kapoor, Chunky Panday, Neha Dhupia and Govinda, who felicitated the dealers and other guests at the event. The event also featured scintillating performances by Coke Studio and Urvashi Rautela.

The brand has been pushing for mass adoption of steel products instead of wood. So whether it's steel Chaukhat, which serves as



(L-R) Sanjay Gupta, Karisma Kapoor and Chunky Panday

a replacement for the wooden *chaukhat* outside a house, or the steel handrails that substitute wooden handrails on staircases, its products have been constantly pushing the envelope.

The Steel for Green campaign includes the launch of a new TVC with none other than Amitabh Bachchan, along with a TVC for the Chaukhat. Sanjay Gupta, CMD, APL Apollo, remarked, "In today's day and age, every company has to think long and hard about how they are contributing to making this world greener. We've been committed towards sustainable growth for a while now and our Steel for Green initiative is going to take this to the next level. This event helped us ensure that all our stakeholders — whether it's our employees, our dealers, our brand ambassadors, or the public at large — are aligned to our mission going forward."