

Sustainability initiative sees a star-studded launch

Pics: Ranjit Kumar



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



Urvashi Rautela performed at the event

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.

The brand stated that it is moving towards this push for sustainability in an even bigger manner with its Steel for Green initiative and the event communicated this strategic shift throughout the company. 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, especially when it comes to everyday items within our homes. So, whether it's steel Chaukhat, which serves as a replacement for the wooden *chaukhat* outside a house, or the steel handrails that substitute wooden handrails on staircases, their products have been constantly pushing the envelope.

The brand stated that not only is steel a longer lasting and durable material (it is far more resistant to fires, termites, etc.) than wood, but it is also far better for the environment. By en-



Neha Dhupia and Govinda felicitated dealers and other guests at the Steel for Green launch

couraging the adoption of steel products vis-a-vis wood, the company is directly contributing to a reduction in the felling of trees and a smaller environmental footprint.

The countrywide Steel for Green campaign includes the launch of a new TVC with none other than Amitabh Bachchan, along with a TVC for the Chaukhat, as well as hoardings across the country and substantial print media coverage.

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. As we embark on this journey, 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.”