

Mahindra Powerol celebrates World Environment Day by planting over 50,000 saplings in a single day

June 2013: As the world celebrated World Environment Day, Mahindra Powerol too geared up for its ambitious plan of planting 50,000 saplings across India & Nepal. On the 8th June 2013, Powerol organized a mega plantation drive across 11 major locations in India and 1 international location (Nepal). Apart from these 12 locations Powerol also invited its channel partners: sales & service dealers, OEMs & HUPS distributors, who also covered over 100 locations to achieve the milestone of 50,000 saplings. Overall 5000 people were involved in this mega drive. **Mr. P Palaniappan**, Sr. V.P & Business Head, Powerol initiated the drive by planting the first sapling in Coimbatore.



Esops Champion **Mr. Goyal** addressing the gathering in Mumbai



Esops Leader **Mr. Palaniappan** planting saplings at Coimbatore

The green champion for this initiative was **Mr. Narendra Goyal**, General Manager – Powerol - HUPS Business, who led the drive with relentless passion along with the ESOPS Implementation committee.

Mahindra Powerol invited other employees from the Mahindra Group to actively participate in this initiative.

Special thanks to the local coordinators of each location who ensured this drive was successful.



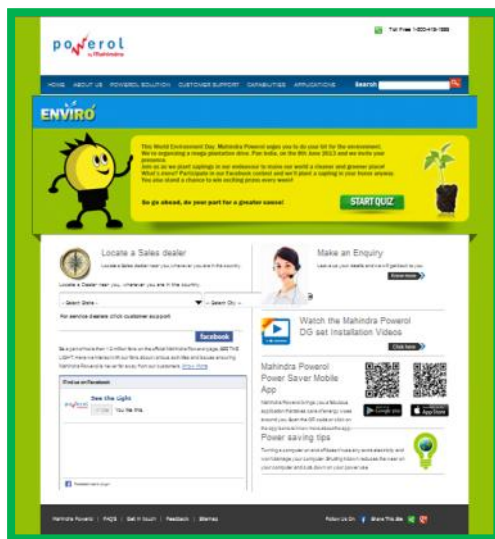
Plantation drive in Delhi



Plantation drive in Nepal

Powerol also launched a mascot Enviro to generate interest in its initiatives to its online customers. Powerol hosted a Facebook contest in lieu of World Environment Day to raise awareness of the hazards of pollutants and promoting the drive to save the environment. Winners of the contest won Mahindra's Ecco Diva Multi- purpose Solar LED light and Power Pack.

Powerol's website was also customized to the tune of its World Environment Day celebrations.



Website customization



Facebook Contest

Celebrating World Environment Day is about the inspirational power of a few individual actions that collectively become an exponential force for **driving positive change**. Powerol will be organizing more activities as part of its CSR initiatives.

