

## Mahindra Powerol conducts 'Green Building' seminar to promote eco- friendly techniques in the Real Estate Segment.

**July'13; Ranchi:** Mahindra Powerol in association with CREDAI (Confederation of Real Estate Developers Association in India) organized a seminar to upgrade the thought process of builders to help them lean towards sustainability. This seminar was conducted in **Ranchi** and was the first of its kind to be held in the city. Over **60 builders** attended with much enthusiasm to learn about various processes that can be used to limit utilization of natural resources.

The speaker at this seminar was **Mr. Ashu Gupta**, Managing Partner of 'Design to Occupancy', engineering firm providing Green Building Services. The seminar gave an overview on the new trend of Green Buildings where the participants gained first-hand knowledge of the concept and allowed them to interact with experts in the industry.



**Mr. Kumud Jha**, President, C.R.E.D.A.I Ranchi.  
*"Thanks to Mahindra Powerol for arranging this seminar, we will try to implement the ideas shared with us. This will surely help us to freshly conceptualize our techniques and processes for Building homes."*

The seminar was so successful that some of the builders invited the speaker to visit their sites to consult them on ways in which they could further enhance his contribution towards sustainability. Through this initiative Powerol successfully implanted the image of the brand that represents and promotes sustainability driving positive change in the society. This is truly an example of **Rise**.

### Glimpses of the event:



Over 60 builders enthusiastically participating in the 'Green Building' seminar organised by Mahindra Powerol.

**Green Building Seminar is an initiative taken by Powerol CRM team to promote DG Sets in Real Estate Segment.**