



#### **EVENT - GAIL**

GAIL installed its first Green Hydrogen Plant at GAIL Vijaipur in MP, which was inaugurated by Secretary, Ministry of Petroleum & Natural Gas, Pankaj Jain, in an event, wherein GAIL CMD Sandeep Gupta, Dir. (Projects) Deepak Gupta, Director (Human Resources) Ayush Gupta & other senior officials were present.



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**GAIL (India) Limited launches 'Waah Kya Energy Hai' campaign to promote clean and sustainable fuel choices:** Known for its innovative campaigns to encourage people-driven efforts for environment conservation, GAIL (India) Limited has launched yet another series 'Waah Kya Energy Hai' to highlight the accessibility and benefits of embracing new, clean and environmentally friendly fuel options – Compressed Natural Gas and Piped Natural Gas offered by GAIL and its group companies. Representing one more venture by GAIL in Business-to-Consumer (B2C) digital communication, the campaign is strategically geared towards engaging retail Natural Gas consumers across India. 'Waah Kya Energy Hai', which comprises four short films in a mini-series format, tells the stories of a close-knit middle-class Indian family and how they navigate their challenges through a smarter choice of fuel usage, switching to D-PNG (Domestic Pipe Natural Gas), C-PNG (Commercial Pipe Natural Gas), CNG and Industrial PNG.

## GAIL (India) Limited launches 'Wah Kya Energy Hai' Campaign to Promote Clean and Sustainable Fuel Choices



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A witty and emotional delivery of the story line and character arcs of the Mishra family makes their stories relatable, engaging the viewers to not only enjoy these short films but also encourage them to think about a shift to clean fuel. These 4-5 minutes content capsules will be promoted digitally through digital and social media including GAIL's YouTube channel, banners and influencer engagements across platforms. (YouTube channel link: <https://bit.ly/GAIL-WKEH> )

Well-known actors Srikant Verma, Divya Jagdale, Luv Vispute and Ahmed Khan play key roles in the four episodic short films, adding a relatable and compelling touch to the message of sustainability and progress.

GAIL had earlier created the innovative OTT series 'Hawa Badle Hassu', a multiple award winning science-fiction drama, and United Nations patronized short films 'Megha's Divorce' and 'Elephant in the Room', all of which centered on the importance of right environmental choices by common people.

Launching the campaign, Shri Sandeep Kumar Gupta, Chairman and Managing Director, GAIL said "Wah Kya Energy Hai is strategically crafted with GAIL's key objectives in mind. It aims

to persuade and motivate consumers by presenting natural gas as the smarter, safer, affordable and futuristic choice, one that aligns with environmental consciousness and the evolving needs of society.

The campaign also endeavors to highlight the advantages of using natural gas over other fuel choices in view of the effects on both health and the environment. Through these concerted efforts, GAIL's campaign endeavors to catalyze a widespread shift towards cleaner and more sustainable fuel alternatives".

Amidst the global shift towards cleaner and sustainable energy alternatives, GAIL stands as a pioneering force, spearheading the advocacy for natural gas and its transformative impact on the society. With a commitment to environmental and societal progress, GAIL is a leader in promoting the widespread adoption of natural gas, recognizing its multifaceted benefits for individuals, communities, and the planet at large.



# GAIL launches 'Waah Kya Energy Hai' campaign

*The campaign is aimed to highlight the accessibility and benefits of embracing new, clean and environmentally friendly fuel options – CNG & PNG offered by GAIL and its group companies*

**NEW DELHI:** Known for its innovative campaigns to encourage people-driven efforts for environment conservation, GAIL (India) Ltd has launched yet another series 'Waah Kya Energy Hai' to highlight the accessibility and benefits of embracing new, clean and environmentally friendly fuel options – Compressed Natural Gas and Piped Natural Gas offered by GAIL and its group companies.

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MPOST

## गेल इंडिया ने लांच किया वाह क्या ऊर्जा है अभियान



वाह क्या ऊर्जा अभियान को लांच करते हुए गेल के पदाधिकारी • सौजन्य: गेल

वि., नई दिल्ली : पर्यावरण संरक्षण के लिए पर्यावरण अनुकूल ईंधन के विकल्पों को प्रोत्साहित करने के लिए गेल इंडिया लिमिटेड ने वाह क्या ऊर्जा अभियान लांच किया है। गेल ने बिजनेस टू कंज्यूमर के लिए चार लघु फिल्मों में इस अभियान में शामिल की हैं। इसमें जो घनिष्ठ रूप से जुड़े मध्यमवर्गीय परिवार की कहानियां बताती हैं। वे बताती

हैं कि कैसे पीएनजी, सीपीएनजी, सीएनजी और औद्योगिक पीएनजी पर स्विच करते हुए ईंधन के उपयोग के बेहतर विकल्प के माध्यम से अपनी चुनौतियों का सामना करते हैं। मिश्रा परिवार की मजाकिया और भावनात्मक रूप से कहानियों को प्रासंगिक बताती हैं, जिससे लोग स्वच्छ ईंधन की ओर बदलाव के बारे में सोचते हैं।