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GAIL launches campaign to promote clean 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, C-PNG, CNG and industrial PNG.

GAIL (INDIA) LIMITED LAUNCHES 'WAAH KYA ENERGY HAI' CAMPAIGN TO PROMOTE CLEAN AND SUSTAINABLE FUEL CHOICES

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CAMPAIGN LAUNCH — GAIL

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