

## Greenply launches its new brand campaign 'E-0 chuno, Khulke Saans Lo'



Video Link: [https://youtu.be/B34\\_xkWj84k](https://youtu.be/B34_xkWj84k)



Greenply Industries Limited, India's largest interior eco-friendly infrastructure company with

over 30 years of experience in manufacturing a comprehensive range of plywood, decorative veneers, flush doors, and other allied product has launched its brand campaign. The campaign aims to highlight the risk of formaldehyde emission from plywood and showcases Zero Emission (E-0) product range of the company.

The campaign thought is succinctly captured in the tag line; 'E-0 chuno, Khulke saans lo.'

Talking about this campaign, Mr Sanidhya Mittal, Joint Managing Director, Greenply Industries Ltd said, "There has been a significant change in the consumer buying pattern. People are more focused on maintaining a clean environment inside their homes as well. The campaign is all about creating awareness on what E-0 emission stands for. The commercial operates in the space of humour to strike a chord with our target audience. With increasing awareness about the harmful consequences of air pollution on human health, consumers today are extremely concerned not only about their external environment but also about the Indoor Air Quality where they live. The rising concern pushed us to come up with this innovation." ■