

## **Kirloskar strengthens commitment to build a green future through long-standing partnership with CNN**

Tuesday, July 10, 2018

Following the continuous success of CNN's Going Green, Kirloskar - India's leading multi-engineering conglomerate - has extended its long-standing partnership with CNN International Commercial. Kirloskar will be sponsoring the '[Going Green Heroes](#)' initiative in a partnership that continues the organisation's commitment towards providing green technology solutions for a sustainable future.

'Going Green Heroes' celebrates green champions who are trying to make a difference through their efforts to protect the planet. The editorial content of 'Going Green Heroes' is produced by CNN International's original programming division [CNN Vision](#), which brings the world's breathtaking diversity into cinematic focus, telling stories that inspire audiences around the world. The multi-platform sponsorship also combines a range of digital initiatives and is powered by CNN's Audience Insight Measurement (AIM) to target Kirloskar's primary audiences of C-suite business decision makers and government functionaries in Africa, Middle East & South-East Asia.



Elaborating on the initiative, **Sunita Rajan, Senior Vice President, Advertising Sales, Asia Pacific, CNN International Commercial**, said "We are delighted to be working with Kirloskar once again to celebrate the forward-thinking developments in today's modern world. By identifying the passion of green heroes and their innovative solutions, this partnership also showcases CNN's commitment to pushing the boundaries, whether it's through high-production

storytelling or industry-leading data insight and analytics. It is our absolute pleasure to continue this partnership with Kirloskar and to bring stories of green innovations and sustainability to the forefront.”

“With a legacy of over 100 years, Kirloskar is dedicated to creating products and services that strive towards a greener and brighter world. Through this robust partnership with CNN, we hope to throw light on sustainable initiatives that drive a positive environmental transformation across communities. CNN has been partnering us in thought, action and vision, and sponsoring Gong Green Heroes is an extension of the same,” said **Mr. Madhav Chandrachud, President, Kirloskar Proprietary Limited.**

A special week of coverage begins on July 1, with a 30-minute program airing July 7-19. The environmentalists to be profiled on the show include Kamelia Bin Zaal, a landscape designer in Dubai working on solutions for water scarcity; Stuart Oda, an urban farmer from Beijing; Shakti Teker, a dolphin conservationist in Mauritius; Toby McCartney, who uses recycled plastics to make roads in the UK and Zeddy Rotich, who is pioneering bio-friendly stoves in her coffee farming community in Kenya.

‘Going Green Heroes’ trailer: <https://cnn.it/2z6TMcl>

‘Going Green Heroes’ microsite: <https://cnn.it/2MwWUjV>

**Airtimes for 30-minute special:**

Saturday, 7th July at 2330 HKT

Sunday, 8th July at 0400 HKT and 1800 HKT

Monday, 9th July at 1630 HKT

Thursday, 19th July at 1630 HKT

- Ends-

**About CNN International Commercial**

CNN International Commercial (CNNIC) is the division of Turner International, responsible for the business operations of CNN’s properties outside of the United States. All the commercial activities for brands such as CNN International, CNN en Español, CNN Arabic, CNN Style, CNNMoney and Great Big Story are aligned within the division. This encompasses the advertising sales, sponsorship partnerships, commercial content development, content sales, brand licensing, distribution and out-of-home operations, business development and marketing for the world’s leading international news provider. CNNIC is a recognised industry leader in international advertising sales and its use of award-winning commercial content, produced through its Create unit and driven by its advanced data usage and digital capabilities, has resulted in strong and enduring partnerships with many of the world’s most recognised brands. Its Content Sales and Licensing unit has relationships with more than 1,000 affiliates ranging from licensing the CNN brand through to content supply contracts as well as offering consultancy services. CNNIC has offices across the world, with key hubs in London, Hong Kong and Miami. For more information visit <http://commercial.cnn.com>

**About Kirloskar**

India's first iron plough from the Kirloskar Group, not only became an instrument of wealth for the entire society but also kick started an industrial revolution in India. Today, building on its core engineering strength, the group's scope of operations spans across a gamut of industrial equipment ranging from pumps & valves, eco-friendly diesel engines & silent generating sets, air & gas compressors, air-conditioning and refrigeration equipment, a wide range of anti-corrosion coatings and



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castings for automotive sector. With a century old expertise, Kirloskar strives to bring about a positive transformation by bringing prosperity and smiles in the lives of its customers across the globe.