

Kirloskar champions environmental commitment through long-standing partnership with CNN

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Kirloskar, India's leading multi-engineering conglomerate, strengthens its partnership with CNN International Commercial by sponsoring the network's ['Going Green'](#) initiative. Building on an 11-year partnership, Kirloskar and CNN reinforce their strong commitment towards a greener future.

The multi-platform campaign includes sponsorship of two 'Going Green' shows which will air in June and December and a range of digital initiatives 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. This year's 'Going Green' will explore how city dwellers are taking an active role in protecting the environment. The editorial content of 'Going Green' 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.

Speaking about the long-standing partnership, Sunita Rajan, Senior Vice President, Advertising Sales, Asia Pacific, CNN International Commercial, said "It is very exciting to see our long-term relationship

with Kirloskar evolve into new and innovative areas while we continue our environmental commitment to celebrate a forward-thinking green future. Whether it's through high-production storytelling or industry-leading data insight and analytics, our long-standing relationship promises to curate compelling content amalgamating smart use of data designed to reach our affluent audience."

"Kirloskar has always believed in creating products that foster a green living. Even a small and simple change makes us live an eco-conscious lifestyle. Our focus has always been on creating engineering solutions that are sustainable and green. CNN's partnership with us brings alive a commitment to make a profound difference with compelling stories that implement numerous environmental changes for a greener future," said Madhav Chandrachud, President, Kirloskar Proprietary Limited.

The 30-minute program airs on June 8, followed by a week of special coverage starting June 10. 'Going Green' will air on CNN International as separate segments from countries including India, Singapore, Lebanon, South Africa, Egypt, Kenya and a standalone 30-minute special programme. The initiative also has a dedicated [microsite](#) on CNN Digital platforms.

'Going Green' trailer: <https://cnn.it/2Wk2y1Z>

About CNN International Commercial

CNN International Commercial (CNNIC) is responsible for the business operations of CNN's properties outside of the United States. All commercial activities for brands such as CNN International, CNN en Español, CNN Arabic, CNN Style, CNN Business 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, Eco-friendly Diesel Engines and Silent generating sets, Air & CNG Compressors, Air-conditioning and Refrigeration Equipment, Engine & Transmission castings and Group Captive Solar Farms. With a century old expertise, Kirloskar strives to enrich a million lives by bringing about a positive transformation and smiles in the lives of its customers across the globe.