

GAIL REACHES OVER 60 MILLION PEOPLE THROUGH ITS DIGITAL INITIATIVES IN 2021

GAIL (India) Limited's digital initiatives to spread awareness about natural gas and other clean energy sources reached a major milestone in the year 2021 with the company's social media platforms reaching out to over 60 million people and garnering over two million new followers..

GAIL is present across social media platforms like Twitter, Facebook, LinkedIn, Youtube and Instagram through which information about various GAIL projects of national importance, innovations, new technologies, benefits of natural gas, renewables, bio gas, hydrogen, etc. are shared with followers regularly. GAIL also uses social media for its award winning initiative 'Hawa Badlo', which spreads awareness about the harmful effects of air pollution and ways to fight the menace. This initiative has been actively working towards educating the Indian masses against air pollution through events, short films, videos, contests etc. Videos and short films made under this initiative have been appreciated by other countries as well.

To connect with its followers, GAIL had carried out the various digital initiatives:

#Green Ride #School Warriors 2.0 #TheEarthWeShare#EnergizingLowCarbonFuel#SpreadingEnergyofHappiness