

Godrej Vikhroli mangroves host stage of inaugural green rally of electric vehicles in Mumbai to promote a greener future

New Delhi, October 2, 2021: Godrej & Boyce, the flagship company of the Godrej Group and an organisation strongly committed to sustainability on Saturday hosted a driving stage for those participating in a first-of-its-kind Green car rally in Mumbai through its protected mangrove forest in Vikhroli for to promote awareness about the need for new mobility solutions to help mitigate climate change.

The Godrej mangroves in Vikhroli, popularly referred to as Mumbai's second lung, witnessed a #GreenMumbaiDrive rally with 20 EV car owners, organized by Autocar, world's oldest and most celebrated car magazine.

The Godrej mangroves are a vital Blue Carbon ecosystem. It provides vital benefits, much beyond their boundaries to the entire Mumbai Metropolitan Region. The Godrej mangroves at Vikhroli protects the eastern shoreline of Mumbai from erosion making it a stable habitat for wildlife and humans alike. This protected ecosystem shelters diverse wildlife making it a unique urban forest coexisting in harmony with industry. Additionally, around 60,000 equivalent tonnes of carbon dioxide are sequestered here, every year. Since the 1940's, Godrej & Boyce has been conserving the mangroves in Vikhroli which play host to over 1600 different species of plants, animals, birds and insects.

About Godrej & Boyce:

Godrej & Boyce ('G&B'), a Godrej Group company, was founded in 1897, and has contributed to India's journey of self-reliance through manufacturing. G&B patented the world's first springless lock and since then, has diversified into 14 businesses across various sectors from Security, Furniture, Aerospace to Infrastructure and Defence. Godrej is one of India's most trusted brands serving over 1.1bn customers worldwide daily. For more information visit www.godrej.com.

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