



Over 30 ft+ tall Christmas tree installed at House of Hiranandani's OMR Township

- Conveys important message on environment conservation and sustainability by reducing the use of plastic bottles
- 4000 plastic bottles used in creating the installation of Christmas tree at OMR Chennai
- Launch of **#PresentForTheFuture video** campaign and collaboration with **'Walk For Plastic'** initiative

25th December, Chennai: House of Hiranandani, the premium luxury real estate brand has installed a **30 ft.+** tall Christmas tree in its township at Egattur, OMR. The installation made out of over 4000+ plastic bottles is been created to promote the message of environment conservation and sustainability by reducing the use of plastic bottles.

The installation, created under the guidance of **Gowtham**, Founder of **'Walk For Plastic'** initiative. This is a collaborative effort of the residents of House of Hiranandani from the various locations. They proactively donated the plastic bottles used for the creation of largest crowdsourced Christmas tree.

Even while the tree is created out of plastic bottles, it has been decked up with Christmas paraphernalia's and colourful lights, and has become a centre of attraction for the residents including the kids residing within the township.

Towards the end of the festive season, the same plastic bottles will be recycled by using them in creating eco-friendly usable materials such as chairs, desk and benches. The proceeds collected from the sale of the materials will then be donated towards children's education.

"We have always strived towards creating environment friendly homes by adopting green and liveable designs. At a time when we are fighting a tough battle of climate change, a small step towards protecting nature can have a considerable impact.

By putting together this unique Christmas tree installation of plastic bottles, we wanted to provide our residents a platform to come together and rejoice, and yet be cognizant of our environment. The initiative enables us to spread a social message and contribute for a social benefit," said **Prashin Jhobalia, VP Marketing Strategy, House of Hiranandani.**

To promote the message further, residents will be educated on the hazards of plastic and intelligent ways to avoid and replace plastic through a knowledge sharing session titled as **"Plastic Life: A journey of how plastic waste is consuming us throughout our life."**

A video campaign titled as **#PresentForTheFuture** will also be promoted at the same time. It carries the message of recycling and reducing plastic and presenting the community with a safe and pleasant environment. This fictional video depicts how children from HoH Township show up at the doors of residents and collect plastic waste thus creating a beautiful, reusable Christmas tree.

“We feel privileged to partner with House of Hiranandani to showcase our purpose-driven art and to share a stage with an audience who believe in the betterment of the society and stand for a cause. Together, we can restore and rebuild our environment. Happiness definitely doubles up on sharing with all,” said Gowtham.

About House of Hiranandani

Since its inception into the urbane terrains of India, the House of Hiranandani has altered the way living spaces are designed, thereby transforming the ethos and aesthetics of real estate in India. Pillared by a unique approach to designing and planning, the company invests heavily in research and development ensuring that each of its developments surpasses industry benchmarks and redefines value engineering and design. The buildings and supporting infrastructure are designed to ensure low maintenance yet add value to the lives of our residents. The selection of materials is robust to ensure longevity and is passed only after stringent quality checks.

Today, the House of Hiranandani has carved a niche for itself and is synonymous with innovation, transparency, quality construction, superior design, and customer satisfaction. House of Hiranandani has a national presence with projects Bengaluru (Hebbal, Devanahalli & Bannerghatta), Chennai (OMR & Thaiyur), and Hyderabad (Shankarpally).