



गैल (इंडिया) लिमिटेड

(भारत सरकार का उपक्रम – महारत्न कंपनी)

GAIL (India) Limited

(A Government of India Undertaking - A Maharatna Company)

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ND/GAIL/SECTT/2024

03.06.2024

- | | |
|---|---|
| <p>1. Listing Compliance
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1,
G Block, Bandra-Kurla Complex,
Bandra (East),
Mumbai – 400051
Scrip Code: GAIL-EQ</p> | <p>2. Listing Compliance
BSE Limited
Floor 1, Phiroze
Jeejeebhoy Towers,
Dalal Street
Mumbai – 400001
Scrip Code: 532155</p> |
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Dear Sir/Madam,

Please find enclosed a copy of Press Release on “GAIL (India) Limited launches “Waah Kya Energy Hai’ Campaign to Promote Clean and Sustainable Fuel Choices.”

Thanking you,
Yours faithfully,

(Mahesh Kumar Agarwal)
Company Secretary

Encl.: As above

Copy to:

- | | |
|--|-----------------------------------|
| <p>1. Deutsche Bank AG, Filiale Mumbai
TSS & Global Equity Services
The Capital, 14th Floor
C-70, G Block, Bandra Kurla Complex
Mumbai -400051</p> | <p>K/A- Ms. Aparna Salunke</p> |
| <p>2. Beacon Trusteeship Limited
4 C and D Siddhivinayak Chambers,
Gandhi Nagar, Opposite MIG Cricket Club,
Bandra East, Mumbai -400051</p> | <p>K/A- Mr. Kaustubh Kulkarni</p> |

GAIL (India) Limited

Press Release

GAIL (India) Limited launches ‘*Wah Kya Energy Hai*’ Campaign to Promote Clean and Sustainable Fuel Choices

New Delhi, June 3, 2024: Known for its innovative campaigns to encourage people-driven efforts for environment conservation, GAIL (India) Limited has launched yet another series ‘*Wah Kya Energy Hai*’ to highlight the accessibility and benefits of embracing new, clean and environmentally friendly fuel options – Compressed Natural Gas and Piped Natural Gas offered by GAIL and its group companies.

Representing one more venture by GAIL in Business-to-Consumer (B2C) digital communication, the campaign is strategically geared towards engaging retail Natural Gas consumers across India. ‘*Wah Kya Energy Hai*’, which comprises four short films in a mini-series format, tells the stories of a close-knit middle-class Indian family and how they navigate their challenges through a smarter choice of fuel usage, switching to D-PNG (Domestic Pipe Natural Gas), C-PNG (Commercial Pipe Natural Gas), CNG and Industrial PNG.

A witty and emotional delivery of the story line and character arcs of the Mishra family makes their stories relatable, engaging the viewers to not only enjoy these short films but also encourage them to think about a shift to clean fuel. These 4-5 minutes content capsules will be promoted digitally through digital and social media including GAIL’s YouTube channel, banners and influencer engagements across platforms. (YouTube channel link: <https://bit.ly/GAIL-WKEH>)

Well-known actors Srikant Verma, Divya Jagdale, Luv Vispute and Ahmed Khan play key roles in the four episodic short films, adding a relatable and compelling touch to the message of sustainability and progress.

GAIL had earlier created the innovative OTT series ‘Hawa Badle Hassu’, a multiple award winning science-fiction drama, and United Nations patronized short films ‘Megha’s Divorce’ and ‘Elephant in the Room’, all of which centered on the importance of right environmental choices by common people.

Launching the campaign, Shri Sandeep Kumar Gupta, Chairman and Managing Director, GAIL said “*Wah Kya Energy Hai* is strategically crafted with GAIL’s key objectives in mind. It aims to persuade and motivate consumers by presenting natural gas as the smarter, safer, affordable and futuristic choice, one that aligns with environmental consciousness and the evolving needs of society. The campaign also endeavors to highlight the advantages of using natural gas over other fuel choices in view of the effects on both health and the environment. Through these concerted efforts, GAIL’s campaign endeavors to catalyze a widespread shift towards cleaner and more sustainable fuel alternatives”.

Amidst the global shift towards cleaner and sustainable energy alternatives, GAIL stands as a pioneering force, spearheading the advocacy for natural gas and its transformative impact on the society. With a commitment to environmental and societal progress, GAIL is a leader in

promoting the widespread adoption of natural gas, recognizing its multifaceted benefits for individuals, communities, and the planet at large.

For more information, please visit gailonline.com

About GAIL (India) Limited:

GAIL is India's largest natural gas company with diversified interests across the natural gas value chain of trading, transmission, LPG production & transmission, LNG re-gasification, petrochemicals, city gas, E&P, etc. It owns and operates a network of over 16,200 km of natural gas pipelines spread across the length and breadth of the country. It is also working concurrently on the execution of multiple pipeline projects to further enhance the spread. GAIL commands around 70% market share in gas transmission and has a Gas trading share of over 50% in India. GAIL and its Subsidiaries / JVs also have a formidable market share in City Gas Distribution. In the Liquefied Natural Gas (LNG) market, GAIL has a significantly large portfolio. GAIL is also expanding its presence in renewable energy like Solar, Wind, and Biofuel. Website: gailonline.com
