***For your information only***

 

**Live Good, Do Good with Bollywood star, Ayushmann Khurrana as he takes us on the ‘One with Nature’ journey!**

*Watch the films on* [*https://www.youtube.com/watch?v=uzHG8fAAvFc*](https://www.youtube.com/watch?v=uzHG8fAAvFc)

**National, 17th November 2023**: It is not often that we realise that when you we are amidst nature, we grow and that living good does not come at the cost of doing good. Signature Packaged Drinking Water is proud to introduce **#OneWithNature** campaign that brings to life philosophy of "Live Good. Do Good," an invitation to a vibrant way of life. The campaign encourages individuals to embark on a journey that celebrates nature in its true essence through two beautiful films featuring Bollywood Star **Ayushmann Khurrana**, Ace Musician **Sneha Khanwalkar** and celebrity **Chef Amninder Sandhu**.

In the films, Sneha, known world over creating rhythms from organic sounds of nature creates a harmony for all to jive in, Chef Amninder, concocts a delectable feast with locally sourced, natural ingredients. Bringing all of them together is Ayushmann representing each one of us, who are on a journey of discovery of embracing the lifestyle of Living Good, while doing good. We also see each one of them embracing the act of plogging to leave zero waste behind and give back the land as pristine as they were found.

Staying true to the commitment of walking the talk, Signature Packaged Drinking Water is proud to have executed the shoot of these films while being Carbon neutral. Each aspect and element, ranging from plastic, food and electricity management was carefully planned to ensure minimal carbon footprint and to offset the same, in partnership with Life First foundation, 900 trees were planted in Moga, Punjab. Signature is also committed to the cause of Mangrove Replenishment in Odisha with IGSSS, helping restore the mangroves across 61 acres in 5 villages across the coast over the next 3 years.

**Speaking about the campaign Varun Koorichh, Vice President Marketing at Diageo India**, said, "*Over the past year, Signature Packaged Drinking Water has dedicated itself to the cause of encouraging conscious living through various initiatives. Starting from our inaugural season of Signature Green Vibes to our ongoing Mangrove Replenishment project, aimed at revitalizing the mangroves along the Odisha coastline, we've been actively working to walk the talk when it comes being Living Good & Doing Good. Through our latest campaign, 'One with Nature,' we invite each one of you to join us on this journey and embrace a lifestyle that nurtures our well-being while giving it back to Nature*.”

**Bollywood star and Brand ambassador Ayushmann Khurrana shares,** *“Having spent my formative years in Chandigarh, I nurtured a deep affinity for nature. We were constantly taught to follow mindfulness so embracing an eco-conscious lifestyle came naturally to me. Being part of this experience was truly exhilarating! I believe that today's generation can enjoy life to the fullest and still be conscious at the same time*. *I also strongly believe that recognizing our connection with nature is the key to unlocking happiness. Signature Packaged Drinking Water’s vision of blending fun and sustainability is truly admirable. Together, we are empowering everyone to make a positive impact and follow the ‘Live Good. Do Good’ mantra.”*

Signature Packaged Drinking Water also invites each one to Signature Green Vibes, a festival with nature - an immersive celebration of indie-folk music, farm-to-table cuisine, DIY workshops, set in green locales. A festival that practices leaving no trace behind by ensuring each element used in the festival is absolutely reusable. Visit <https://shorturl.at/DQZ06> for more information about the festival in your city.

**About Diageo India**

Diageo India is the country’s leading beverage alcohol company and a subsidiary of global leader Diageo Plc. The company manufactures, sells, and distributes an outstanding portfolio of premium brands such as Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, The Singleton, Royal Challenge, McDowell’s No1, Smirnoff, Ketel One, Tanqueray, Captain Morgan and Godawan, an artisanal single malt whisky from India. Headquartered in Bengaluru, our wide footprint is supported by a committed team of over 3000 employees, 37 manufacturing facilities across states and union territories in India, a strong distribution network and a state-of-the-art Technical Centre. Incorporated in India as United Spirits Limited (USL), the company is listed on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India. For more information about Diageo India, our people, our brands, and our performance, visit us at [www.diageoindia.com](https://urldefense.com/v3/__http%3A/www.diageoindia.com__;!!OK3MsjU!yfR_1PPnQQcVUjpNZKUSTFyrFSMHfB-vspSRUGI5FxHBC1exrhkKV_0QJjJCRm__r81nyafuopEuTeRLlPR-2E69j-4IGzRo$).

Visit Diageo's global responsible drinking resource, [http://www.DRINKiQ.com](https://urldefense.com/v3/__http%3A/www.drinkiq.com/__;!!JboVxjCXSME!NBmTWsdu62p6wFM3N4znbBbzrXiVO-DXpvO_mLVoXiR-JlaAO4nrYZFNvWuMzH8jXcP2Za3_5fwj3MSGV8jZUwj6H-FKGy28vnvjnd8Vow$), for information, initiatives, and ways to share best practices.