

Ecofy launches #GlowGreenThisDiwali campaign to illuminate the path toward sustainable festivities

The campaign encouraged participants to embrace eco-friendly alternatives such as natural decorations, LED lights and sustainable gifting while competing for prizes through creative engagement.

Mumbai, November 06, 2024: Ecofy, India's leading green-only NBFC backed by Eversource Capital, unveiled its #GlowGreenThisDiwali campaign, a social media initiative designed to promote sustainable and eco-friendly celebrations during Diwali, the festival of lights.

Running from October 26 to November 4, 2024, the social media contest invited participants to share their sustainable Diwali celebration ideas on social media. The campaign encouraged participants to embrace eco-friendly alternatives such as LED lighting, sustainable gifting, and natural decorations while competing for prizes through creative engagement. The winners of the contest were announced on November 5, 2024.

Speaking on the occasion, Shraboni Fernandes, Head Marketing at Ecofy said, "Diwali is a celebration of light overcoming darkness, and through #GlowGreenThisDiwali, we are lighting up the path toward a more sustainable future. By encouraging simple yet impactful changes, we are demonstrating that traditional festivities and environmental consciousness can coexist in a harmonious manner. This campaign reflects Ecofy's commitment to not only making sustainability a salient part of Indian celebrations but also weaving this planet-friendly ethos into the national fabric."

About Ecofy

Promoted by Eversource Capital, Ecofy's vision is to be a catalyst in accelerating the transition towards a net zero-carbon world. It partners with individuals and small businesses who want to reduce their carbon footprint and restore balance to the planet. Ecofy offers loans for Electric Vehicles (Two & Three wheelers), rooftop solar, and small-medium enterprises providing E2E digital experience.

To know more, visit the official Ecofy website: <https://www.ecofy.co.in/>

LinkedIn: <https://www.linkedin.com/company/ecofyfinance/>
