

**Publication:** The New Indian Express

**Date:** July 31, 2013

# PAINTING FOR ECOLOGICAL CONSERVATION

## **Express News Service**

**Chennai:** On the eve of World Tiger Day, which fell on July 29, mobile service provider Aircel organised a painting competition for students as a part of their 'Save Our Tigers' campaign.

The competition was held at Aircel's A+ centre in

Spencers Plaza, with students and families taking part in the event.

Speaking at the event, Murthy Chaganti, Circle Business Head, Chennai, Aircel, said, "Aircel has been working diligently towards tiger conservation since 2008. Tigers today are one of the most endangered species and a nation-

al treasure. Aircel initiated the 'Save our Tigers' campaign, and it has been very successful in spreading awareness on tiger conservation in the country."

As a part of a prolonged Corporate Social Responsibility project, the 'Save Our Tigers' campaign was launched by the company in 2010.