

A Voice for The Mangroves: Signature Packaged Drinking Water Launches “The Mangroves Regeneration Pledge” featuring Ayushmann Khurrana

The campaign, released on World Mangrove Day highlights conservation efforts through the lens of nature-first storytelling, community and Ayushmann Khurrana’s powerful voice.

28th July, Odisha, India: 26th July 2025, marks the 10th year of celebrating World Mangrove Day. Marking the occasion, Signature Packaged Drinking Water unveiled a high-decibel 360 campaign featuring its brand ambassador, Ayushmann Khurrana. At the heart of the campaign is a film that spotlights the fragile beauty of India’s mangrove ecosystems and the need to restore them. Titled “The Mangroves Regeneration Pledge” the film is a tribute to India’s coastal ecosystems and those working tirelessly to protect them. Told through immersive visuals and Ayushmann’s resonant voice, the film brings to life the on-ground realities of climate change, resilience, and the communities driving grassroots conservation.

The film is centred on Signature Packaged Drinking Water’s Mangrove Regeneration Project in Odisha – a three-year, community-led initiative that began along the state’s eastern coastline. The project is reviving over 62 acres of degraded land, planting more than 30,000 mangrove saplings, and supporting five coastal villages in long-term conservation efforts.

Varun Koorichh, Vice President and Portfolio Head – Marketing, Diageo India, commented, “The Mangrove Regeneration Project in Odisha is a powerful expression of what we stand for – community driven action, ongoing commitment, and meaningful environmental progress. With our proposition “One With Nature”, we are celebrating the quiet strength of ecosystems like mangroves and the people working every day to protect them. At Signature Packaged Drinking Water, we stand for conscious living and that is something we have communicated across campaigns and various activations like the Mangroves Regeneration Project or even the Ziro Festival of Music. This initiative will create lasting value for both people and the planet – inspiring our audiences and supporting us to care for nature, in nature.”

Ayushmann Khurrana, brand ambassador, Signature Packaged Drinking Water, added, "What drew me to this campaign was how rooted it is in real, tangible action. This isn’t just a film – it’s a tribute. Choosing mangroves as the heart of this initiative is powerful because they’re quiet warriors – protecting coastlines, restoring biodiversity, and fighting climate change every single day. Signature Packaged Drinking Water’s vision isn’t just about creating awareness but about taking active measures in caring for nature. I hope this campaign inspires others the way it inspired me, and I would urge everyone extend their support by signing the pledge and joining us in this journey.”

Known to absorb up to four times more carbon dioxide than rainforests, mangroves are essential to fighting climate change and preserving biodiversity.

Join the movement now and take a [pledge with Signature Packaged Drinking Water](#).

Click [here](#) to watch the film.

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