



## Signature Packaged Drinking Water Brings Music and Climate Action Together with 'Root for Mangroves' in Jaipur

*Root for Mangroves brings together music, culture and climate action across Jaipur, Gurgaon and Hyderabad*

**Jaipur, February 1, 2026:** *Signature Packaged Drinking Water* marked the opening of its first-of-its-kind concert series, *Root for Mangroves*, with an electrifying performance by *Vishal and Sheykh* at Zee Studios, Jaipur. The concert marked the first stop of a three-city cultural platform that brings live music together with meaningful action to support mangrove regeneration in India.

Conceptualised as a culture-led initiative to spotlight the importance of mangroves, *Root for Mangroves* transforms live entertainment into a vehicle for environmental awareness and participation. Produced and promoted by *TribeVibe Entertainment*, the Jaipur concert marked the beginning of the series by combining high-energy performances with a strong message on climate resilience and conscious living.

*Vishal and Sheykh* brought their signature energy to the stage, captivating the audience with chart-topping hits and fan favourites including 'Desi Girl', 'Dus Bahane', 'Bachna Ae Haseeno', 'Tu Meri' and 'Deewangi Deewangi' among others. The duo's performance was more than just entertainment—it was a call to action, reminding fans that music has the power to inspire change beyond the stage.

*"Climate change often feels like tomorrow's problem, but it's impacting our lives today," said **Aanandita Datta, Vice President and Portfolio Head – Marketing, Diageo India.** "Root for Mangroves is an exciting music festival and a celebration of the meaningful work we are doing in Odisha, where Signature Packaged Drinking Water is already helping restore 62 acres of degraded mangrove land, planting over 30,000 saplings, and supporting five coastal villages. The festival directly fuels these efforts - every ticket sold contributes Rs 50 towards the ongoing on-groundwork. So when people attend the concerts, they are not just enjoying music; they are actively participating in protecting our environment. This is how we turn entertainment into impact, making climate action meaningful and joyful for everyone."*

***Vishal and Sheykh** said, "Music has always been about connection - to emotions, to people, to the world around us. Root for Mangroves gives us the opportunity to connect with something bigger. Mangroves protect our coasts, our cities, millions of lives - and yet most of us don't even think about them. If our music can inspire even one person to take action today, we've done our job. We're proud to be part of a movement that turns anxiety into action."*

***Shoven Shah, Founder & CEO, TribeVibe Entertainment,** added, "We're constantly looking to build experiences that go beyond the stage and Root for Mangroves is a powerful expression of that vision. Partnering with Signature Packaged Drinking Water, we've created a concert series where music becomes a catalyst for real-world impact. With a cause as vital as mangrove regeneration at its core, the property reflects how live entertainment can drive purpose at scale. Having icons like Vishal and Sheykh lead this movement adds immense creative energy and reach, helping us connect audiences with a message that truly matters while setting a new benchmark for purpose-driven entertainment in India."*



Mangroves are among India's most effective natural climate shields, protecting coastal communities, absorbing carbon, and supporting biodiversity. Through *Root for Mangroves*, Signature Packaged Drinking Water continues its commitment to conscious living by championing awareness and action around mangrove regeneration.

#### **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, 35 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](http://www.diageoindia.com).

Visit Diageo's global responsible drinking resource, <http://www.DRINKIQ.com>, for information, initiatives, and ways to share best practices.

#### **About TribeVibe Entertainment Pvt. Ltd.:**

TribeVibe Entertainment Pvt. Ltd., a BookMyShow company, one of India's leading entertainment platforms championing home-grown music artists and comedians. The platform is redefining how Gen Z experiences live events, delivering high-impact performances across music, comedy and culture nationwide. Since its inception in 2019, TribeVibe has transformed the college festival landscape through a robust nationwide Campus Ambassador Programme, partnering with over 850 colleges across 85+ cities and curating unforgettable performances by some of the country's top artists across music, comedy and cultural genres. Over the years, TribeVibe has expanded into a dynamic multi-vertical ecosystem featuring multi-city artist tours, branded IPs, campus activations and its flagship Gen Z festival, *Vibin'*.

With a roster of over 150 artists and a proven track record of executing more than 3,000 shows, including 3,000+ college events, TribeVibe connects artists and brands directly with India's vibrant student community, engaging over 1.5 million students on-ground every year. Its marquee projects include Vir Das' Sounds of India tour, Prateek Kuhad's 10-city run, Zakir Khan's Papa Yaar comedy tour, Anuv Jain's Dastakhat Tour, Vishal-Sheykhar's Super Hit Tour, Kartik's South India Tour, Sanam's India Tour, McDowell's Soda Yaari Jam shows across multiple cities and regional showcases such as Aditya Gadhvi and Navratri with Falguni Pathak.

As India's live entertainment industry decentralises beyond the metros, TribeVibe is at the forefront of tapping into Tier 2 and Tier 3 markets, building scalable, hyperlocal experiences that bridge the gap between high-demand audiences and top-quality live acts. Backed by the scale and expertise of BookMyShow, TribeVibe continues to fuel India's next wave of live entertainment by championing youth culture, greenfield markets and cutting-edge touring formats.