India's First NFT dedicated to Tree Plantation

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The brand also launched a unique digital campaign to further amplify awareness around the need for Tree Plantation. It has called upon the audience to become CTOs – Chief Tree Officers by participating in the NFT sale to not just grow their collection but also grow trees. For each exclusive NFT brand will plant 10 trees & likewise for each rare NFT, 2 trees will be planted. Expressing his excitement towards the initiative, **Kartik Mohindra, Chief Marketing Officer, Pernod Ricard India** said, "Seagram's 100 Pipers believes in leadership of thought & innovation. Play For A Cause music events are key brand experiences that bring alive the ethos - 'Be Remembered For Good'. This year, Play For A Cause aims to resonate even more strongly with the youth by supporting the cause of Tree Plantation & Eco-Regeneration in two unique ways. Starting Earth Day 2022, 100 Pipers will work closely with AROH Foundation for planting 1 Million Trees across India over a year. Riding the winds of change, 100 Pipers has also leveraged new-age technologies like NFTs to support this cause & drive the message home with the future generations – a first-ever in India! We've received overwhelming response with our first set of NFTs selling out in under 10 mins. Being committed to the cause we will announce a 2nd NFT drop soon."

Sharing thoughts about the initiative, **Dr. Neelam Gupta, Founder President and CEO, AROH Foundation** said "At no time has it been more evident & more important that we invest in our planet. The collaboration with Seagram's 100 Pipers 'Play for a Cause' is a perfect platform to further amplify our efforts towards environment protection with the India-wide 1 Million tree plantation drive. Also in order to shape our future we need to embrace technologies of the future which makes the NFT campaign extremely relevant to ensure our message reaches to the young audience of today."

https://www.indianweb2.com/2022/04/indias-first-nft-dedicated-to-tree.html