

Publication	businessnewsthisweek.com
Date	16 September 2025
Link	https://myportal.nemiinsights.co.in/Online/119/2025017

Shriram Properties Reinforces Commitment to Water Conservation at IPA Neerathon 2025



CHENNAI, September 15, 2025: Shriram Properties Limited (SPL), one of India's leading residential real estate developer, focused on the mid-market and mid-premium segments., reinforced its commitment to sustainability and community well-being by supporting IPA Neerathon 2025 in Chennai as the Title Sponsor. The initiative, which drew thousands of participants across 10K, 5K, and 3K categories at Island Grounds, was not just a marathon but a movement for water conservation and environmental stewardship. For SPL, this association is part of a broader, conscious effort to promote causes that matter to society. Over the years, SPL has consistently supported initiatives that extend beyond real estate, focusing on building sustainable communities and driving awareness around critical issues like water conservation. Speaking on the occasion, Mr. T.V. Ganesh, Executive Director – Technical, Shriram Properties Ltd., said, "Water conservation is not optional it is an absolute necessity. At Shriram Properties, we recognize the responsibility we carry in shaping urban ecosystems. From rainwater harvesting and water recycling to green building certifications, sustainability is integrated into every project we deliver. Supporting the IPA Neerathon is an extension of these values. We believe awareness leads to action, and together, we can conserve water not just for today, but for generations to come." With the theme "We Need the Blue to Keep the Green," the Neerathon brought together individuals, families, corporate teams, and community advocates in support of the cause. The event concluded with a prize distribution ceremony and cultural performances, leaving a strong message: every step counts towards a sustainable future. By lending its support, SPL once again demonstrated that its role goes beyond creating homes, it is about fostering healthier communities and contributing meaningfully to a more sustainable India. I am delighted with the resounding success of Neerathon 3.0, Chennai. The enthusiasm and energy of the participants reaffirm our belief that together we can build a strong movement for water conservation. We are grateful to

have Shriram Properties as our Title Sponsor their commitment to sustainability has amplified the impact of this initiative. With partners like them, we can spread this message wider and inspire collective action towards a water-secure future.” Dr. S Virapan, Chairman, Indian Plumbing Association (IPA)

Publication	apnnews.com
Date	16 September 2025
Link	https://www.apnnews.com/shriram-properties-reinforces-commitment-to-water-conservation-at-ipa-neerathon-

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Publication	biznewsdesk.com
Date	16 September 2025
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Publication	smartbusinessnews.com
Date	16 September 2025
Link	https://smartbusinessnews.com/business/shriram-properties-reinforces-commitment-to-water-conservation-at-ipa-neerathon-2025/

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Publication	mediabulletins.com
Date	16 September 2025
Link	https://mediabulletins.com/business/shriram-properties-reinforces-commitment-to-water-conservation-at-ipa-neerathon-2025/

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Publication	contentmediasolution.com
Date	16 September 2025
Link	https://contentmediasolution.com/business/shriram-properties-reinforces-commitment-to-water-conservation-at-ipa-neerathon-2025/#google_vignette

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Publication	constructionworld.in
Date	18 September 2025
Link	https://www.constructionworld.in/latest-construction-news/real-estate-news/shriram-properties-backs-neerathon-2025-to-promote-water-conservation/78862

Shriram Properties Backs Neerathon 2025 to Promote Water Conservation



Shriram Properties Limited (SPL), one of India's leading residential developers in the mid-market and mid-premium segments, reaffirmed its commitment to sustainability and community welfare by supporting IPA Neerathon 2025 in Chennai as the Title Sponsor. The event, which attracted thousands of participants across 10K, 5K and 3K categories at Island Grounds, was more than a race — it was a movement for water conservation and environmental stewardship. For SPL, this partnership aligns with its long-standing efforts to support initiatives beyond real estate, promoting sustainable communities and raising awareness around critical issues such as water conservation. Over the years, the company has consistently backed projects that focus on long-term environmental responsibility. Speaking at the event, Mr T.V. Ganesh, Executive Director – Technical, Shriram Properties Ltd, said, "Water conservation is not optional; it is an absolute necessity. At Shriram Properties, we recognise the responsibility we carry in shaping urban ecosystems. From rainwater harvesting and water recycling to green building certifications, sustainability is integrated into every project we deliver. Supporting the IPA Neerathon is an extension of these values. We believe awareness leads to action, and together, we can conserve water not just for today, but for generations to come." With the theme "We Need the Blue to Keep the Green," Neerathon brought together individuals, families, corporate teams and community advocates in support of the cause. The event concluded with prize distribution and cultural performances, leaving a powerful message: every step counts towards a sustainable future. By supporting this initiative, SPL once again demonstrated that its role goes beyond creating homes — it is about fostering healthier communities and contributing meaningfully to a more sustainable India. Dr S Virapan, Chairman of the Indian Plumbing Association (IPA), expressed his gratitude, stating, "I am delighted with the resounding success of Neerathon 3.0, Chennai. The enthusiasm and energy of the participants reaffirm our belief that together we can build a strong movement for water conservation. We are grateful to have Shriram Properties as our Title Sponsor; their commitment to sustainability has amplified the impact of this initiative. With partners like them, we can spread this message wider and inspire collective action towards a water-secure future."