

# This Holi Bisleri collaborates with Mumbai's dabawallas for a good cause

On the occasion of Holi, Bisleri along with Mumbai Dabawala shared Bisleri bottles across the city containing eco-friendly colours

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This holi, Mineral water brand, Bisleri, has reached out to Mumbaikars to spread the message of saving water. The first leg of the movement saw a unique association with the world famous six sigma organisation, Mumbai dabawallas.

On the occasion of Holi, Bisleri along with Mumbai Dabbawala shared Bisleri bottles across the city containing eco-friendly colours to spread awareness on playing dry Holi. These bottles were delivered with the tiffin boxes that the Dabbawalas deliver across Mumbai. Bisleri representatives also gathered at different toll nakas in Mumbai to give away colours promoting waterless Holi. The core objective of the initiative is to create awareness and sensitise citizens on using water judiciously.

**Source:** <http://brandequity.economictimes.indiatimes.com/news/marketing/this-holi-bisleri-collaborates-with-mumbais-dabawallas-for-a-good-cause/57589019>