

Tata Projects Launches Season 3 of India@100: Growing Responsibly & Safely

The Award-winning video series expands its focus to environmental leadership and sustainability initiatives aligned with the Tata Group's vision

Mumbai, April 9, 2025 – After garnering over 5.9 million impressions across two successful seasons, Tata Projects today announced the launch of Season 3 of its acclaimed "[India@100: Growing Responsibly and Safely](#)" video series. The new season, premiering this month, the focus shifts to showcase the company's groundbreaking ESG initiatives and its alignment with the Tata Group's transformative vision—Project **Aalingana**. Tata groups planet resilience approach for becoming net zero by 2045, decarbonization, circular economy, and preserving nature through innovative sustainability strategies.

The previous two seasons highlighted workplace and worker safety protocols; Season 3 takes viewers on an inspiring journey through Tata Projects' sustainability innovations that are reshaping India's infrastructure landscape. The seven-episode series will feature high-profile collaborations with Tata Power, IHCL, and Tata Steel, demonstrating the group's unified approach to environmental stewardship.

Season 3 notably aligns with Project **Aalingana**—Sanskrit for "embrace"—which embodies the Tata Group's vision for a greener, cleaner, and more equitable future. This ambitious initiative outlines the Group's aspiration to achieve net zero by 2045 through decarbonization, circular economic approaches, and environmental restoration.

Ms. Amarjeet Kaur, Head of Corporate Communications and Marketing at Tata Projects said "With India@100 Season 3, we're not just documenting our sustainability journey, we're inviting viewers to witness the tangible actions that are fundamentally transforming how infrastructure is conceived, built, and maintained in India.." India@100 is a vision for an India that is future-ready, leading the world towards a more sustainable, resilient, and safer place for generations to come. This platform allows us to demonstrate how sustainability, innovation, and community impact are being integrated into the way we work.

The series will explore four critical themes:

- **Water Neutrality:** Revolutionary approaches to water conservation, reduction, and replenishment at construction sites
- **Green Materials Innovation:** Cutting-edge sustainable alternatives including Nanogence technology for Green Concrete that significantly reduces carbon footprint
- **Renewable Energy Integration:** Seamless incorporation of clean energy solutions across project portfolios to reduce greenhouse gas emissions
- **Cultural Heritage Preservation:** Empowerment of local artisans and traditional craftsmanship, exemplified by the company's work on the New Parliament Building

The new season follows the remarkable success of Seasons 1 and 2, which featured 9 and 7 episodes respectively and introduced the popular safety mascot "Hachi." Together, these earlier seasons generated over 2.7 million and 3.2 million LinkedIn impressions respectively, establishing Tata Projects as a thought leader in construction safety.

[India@100 Season 3](#) will be available across Tata Projects' digital platforms beginning April 15, 2025, with new episodes releasing weekly. For more information, visit the official Tata Projects LinkedIn page.

About Tata Projects

#StrongFoundationForStrongNation #BuildingNation #TransformingLives

Tata Projects is one of the most admired Technology led Engineering, Procurement and Construction (EPC) companies in India. We have expertise in providing sustainable solutions in the execution of large and complex urban and industrial infrastructure projects while also demonstrating strong presence in refineries and petrochemical plants. We leverage our domain knowledge across various business segments to address the shift to clean energy to meet the nation's Net Zero ambitions.

We provide ready-to-deploy solutions for refineries, green fuels, roads, bridges, integrated rail & metro systems, commercial building & airports, power generation, transmission & distribution systems, chemical process plants, water & waste management, and mining & metal purification systems.

Tata Projects offers one stop service covering entire life cycle of the project, from project conceptualization to operations & maintenance. It uses innovative technology solutions to offer bouquet of services which includes engineering, procurement, construction, commissioning, inspection & expediting, operations, repairs & maintenance, and shutdown services.

Over the years, Tata Projects has received several awards and recognitions for its project delivery and commitment to safety & quality.

We are a part of the TATA Group which operates in more than 100 countries across six continents, with a mission 'To improve the quality of life of the communities we serve globally, through long-term stakeholder value creation based on Leadership with Trust'. In 2023-24, the revenue of Tata companies, taken together, was \$165 billion. These companies collectively employ over 10, 00, 000 people.

Media Contact:

Tata Projects: Amarjeet Kaur, Head – Communications, amarjeetk@tataprojects.com

Ad Factors: Richa Seth, Account Director, richa.seth@adfactorspr.com