

BBA-402

Marketing Management

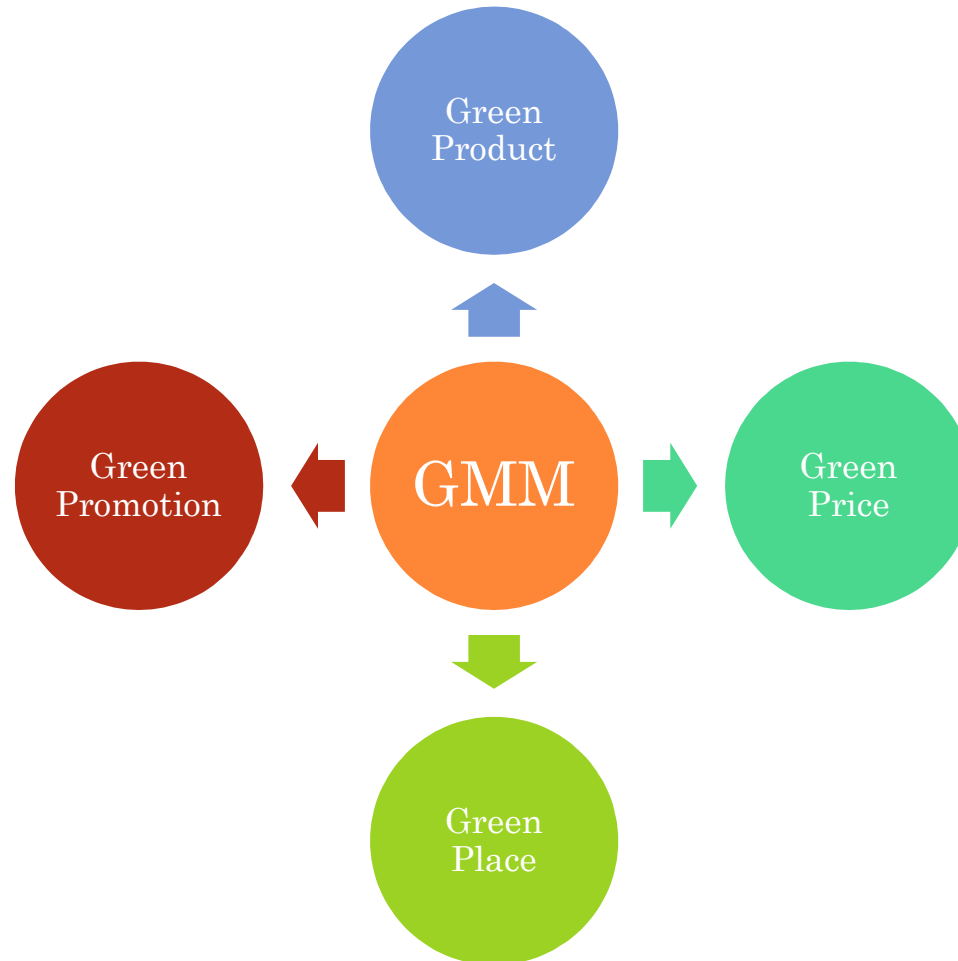
The Marketing Concept

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Green Marketing Mix

The combination of 4 Green P's or Green factors(Eco-friendly) is known as Green Marketing Mix.



Company Involved in Green Marketing

SN	Company	Activities
1	Philips India	Energy saving Lights, Medical Equipments, House hold appliances
2	Go GreenBOV	Battery Operated Vehicles(BOV)
3	Philips	Compact Fluorescent Light (CFL) bulbs
4	Hewlett-Packard Company	Energy-efficient products and services and institute energy-efficient operating practices in its facilities worldwide.
5	Wipro Technologies	Sustainable IT products and solutions, which help customers, achieve high productivity in energy, space and asset management through the lifecycle. Recycled plastic. Launched Green ware ranges of desktops are not only 100% recyclable, but also toxin-free.
6	CISCO Systems	Cisco is planning to minimize the ecological impact by establishing responsible operation programs aimed to reduce energy consumption
7	Infosys Technologies Ltd.	Focused on green buildings, water harvesting and conservation, better transport management by encouraging car pool for its employees and increasing bio-diversity in its campuses.

**Showing Countries ranked according to
their response level on Green
Marketing**

SN	Countries
1	India
2	UK
3	US
4	Australia
5	Canada
6	China

