Environmental issues have gained importance in business as well as in public life throughout the world. The term green or eco has a growing concern at all levels. The destruction of forest, the appearance of holes in the ozone layer are widely published and creates a wave of concern about the destruction of our natural environment. Therefore many consumers are in favor of eco friendly products. This has created some impact on marketing. Green marketing involves developing and promoting products and services that satisfy customers want and need for Quality, Performance, Affordable Pricing and Convenience without having a detrimental input on the environment. This paper discusses the characteristics of green products, green marketing Mix , strategies ,Certified eco friendly labels, benefits and problems of green marketing. It concludes that Green Marketing is the urgent need of the hour to save the environment and companies also gain competitive advantage through Green Marketing and by having certified eco friendly labels.