**Abstract**

The deliberation of green or ecological marketing calls upon businesses to follow ethical and green practices while dealing with customers, suppliers, dealers, and employees. Companies have started marketing themselves as green companies. Even the Public Sector Units and state governments are now paying a lot of attention towards environmental issues such as global warming, pollution, or water contamination and have started taking steps to prevent environmental pollution. Today, the Earth faces more ecological problems than ever before, hence it is imperative for companies to make and market them as environment friendly. Green marketing is budding as a popular promotional strategy owing to increased consumer awareness and concerns. This paper explains about the benefits, challenges and green marketing mix.