

Brand Factory's Pujo Campaign Captures Modern India's Festive Celebrations

In line with the brands objective of smart shopping with discounts on best brands throughout the year

National, 28th August 2017: Brand Factory India's popular fashion discount chain, part of Future Lifestyle Fashion presents its latest campaign for Durga Puja. Using a touch of humor, the campaign subtly shows the inclusiveness of people rejoicing festivals especially by gifting one and another. Giving customers an opportunity to buy maximum gifts, Brand Factory announces a special Buy1, Get1 Free offer which is valid till 30th August 2017.

Created by **Karma (Division of DDB Mudra Group)** the film depicts a modern family setting where the Punjabi In laws are meeting their counterparts during Pujo. The Punjabi family goofs up on the gifts and the Bengali Father-In-Law salvages the situation by gifting them instead.

Speaking about the campaign **Roch D'souza, CMO, Brand Factory** says, "As a country we are fortunate to celebrate diverse festivals. One has observed that festivals are no longer celebrated by a single community. These days everyone wants to be a part of each and every celebration. Hence there seems to be a democratization of festivals in our country. Gifting is an important aspect of Pujo celebration and through lucrative discounts Brand Factory enables its customers to gift generously well within their budgets. The brand film builds on the insight of gifting and universal appeal of festivals and depicts a story of Punjabi in laws meeting their Bengali counterparts during Pujo and the twist in the tale."

Vinayak Nayak, Creative Partner Karma (Division of DDB Mudra Group) adds, "This is a simple campaign that takes you back to how we celebrate important occasions with our loved ones. Brand Factory has made gifting easy and convenient and this campaign humorously communicates its super saving offers during festive seasons."

The campaign will be extensively promoted on online entertainment platforms like Hotstar and Voot, Brand Factory's social media platforms like Facebook, Youtube and across all Brand Factory stores in the country.

Link to the campaign - <https://www.youtube.com/watch?v=tt7NZwHFC44>

- **Account Management:** Sanjay Panday, Makarand Gholba, Sonal Sawant
- **Creative:** Vinayak Nayak, Neh Rathi, Kaustubh Pachpute, Simantika Choudhary, Tushar Masurkar & Mangesh Saswade
- **Director:** Sujay Shetty
- **Production House:** O2 Films
- **Producer:** Nikhil Shedge

About Brand Factory:

Brand Factory gives Indian consumers the promise of revolutionizing value shopping by offering the best Indian and International brands at Smart Prices. Brand Factory promises its customers, discount shopping at an undiscounted experience. The emphasis at Brand Factory is to offer customers the widest range of brands and categories possible at absolutely great prices in an ambience that befits the brand.

About Future Lifestyle Fashions Ltd (FLFL)

FLFL listed on NSE and BSE, is India's leading integrated fashion house. FLF has world class retail formats like Central and Brand factory along with a strong portfolio of brands such as Lee Cooper, John Miller, Indigo Nation, Scullers and Jealous 21 etc. For the 9months period ended Dec 31, 2016, FLF achieved a revenue of Rs. 2890 crs, with a strong growth of over 18% in 9MFY17 (primarily driven by robust same store sales growth). During this period, FLF achieved an operating margin of 9.3% resulting into net profit of Rs. 27 crs. FLF operates over 5.5 Million square feet of retail space which is the largest in the country. FLF has also made investments in various fashion companies which complement its existing offerings.

Future Group is the pioneer in the Indian retail sector and focuses on developing and operating modern retail networks, consumer goods brands and logistics networks for the consumption sector in India.

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