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Two Chennai bands among Winners of the 6th edition of 'Radio City Freedom Awards'



Chennai, 1st April 2019: Radio City, India's leading radio network, enthralled the indie music enthusiasts at the magnificent grand finale night of Radio City Freedom Awards 6, a one of its kind platform that recognizes, honours and celebrates the essence of independent music across genres and languages. Path towards the grand finale of RCFA 6, espoused India's indie music talent with 6 LIVE gigs across 6 cities culminating with an award night recently. The scintillating finale witnessed some of the country's best indie artistes and performers from Chennai like Zingaroe and The ThayirSadam Project, and other performers include Sanam, EmiwayBantai and Prateek Kuhad, Ankur Tewari bag awards and titles across jury and popular choice categories. The astounding evening celebrated powerhouse performances by Monica Dogra, EmiwayBantai, Antarman and DJ Pash. A marquee property, Radio City Freedom Awards once again lived up to its repute of recognizing and celebrating talents across the Indie music diaspora. Radio City Freedom Awards has been fronting the indie revolution of being a platform for aspiring musicians from all parts of the country to showcase their extraordinary talent. The sixth season of RCFA garnered a staggering 1,200 entries across 11 categories including Hip Hop/ Rap, Folk Fusion, Rock, Metal and Electronica in the music-based categories. As the excitement amongst its fans reached its peak, Radio City witnessed an unprecedented participation with overwhelming votes from indie music lovers, which is a true

reflection of their loyal fan base and the popularity of this unique property. The non-music categories, screened by the jury included Best Video, Best Album Art, Best Young Indie Artist, Best Indie Collaboration and Indie-Genius: Person of the Year awards. Commenting on the culmination of yet another prolific season, Ms. Rachna Kanwar, COO, Digital Media, JagranPrakashan Limited said, "Radio City Freedom Awards is now undoubtedly the biggest platform for bringing fresh and untapped talent to the forefront. We are truly delighted to have surpassed engagement and participation levels for RCFA 6 with 1200 participants across the country. This is testament to the massive talent pool which India has to offer. It has been an amazing 6-year journey and it fills us with pride to witness the popularity of the awards. As we culminate the power-packed season, a big thank you to our Jury and the entire



music community, and especially to the fabulous new talent that never ceases to impress! We are grateful for all the love and support we have received, and look forward to entertaining music lovers with many more seasons to come." Band Sanamon winning the 'Best Pop Artist' award said, "Our constant need to create new music led us to produce the track 'Itni Door' and winning the 'Best Pop Artist' award for this original, that too from an established platform like 'Radio City Freedom Awards', definitely gives us a great sense of accomplishment. So many of us, especially our parents, grew up listening to the radio at homes and its truly amazing how radio, since its inception, has been helping musicians reach out to people, supporting the artiste fraternity. We want to thank everybody who voted for us and we look forward to witnessing more successes for musicians in the future editions of RCFA." Amongst winners, Ankur Tewari, the man behind the music supervision of the 18-songs soundtrack from the most loved and famed film 'Gully Boy' bagged the Skoda Indie-Genius: Person of the Year award. Sanam won The Best Pop Artist (popular choice) award for 'Itni Door'. The hip hop sensation EmiwayBantai won the Best Hip-Hop Artist (popular choice) for 'Jump Kar'. Prateek Kuhad was awarded as the Best Pop Artist (Judges Choice) and Best Video (Judges Choice) for 'Cold/Mess'. RCFA's checkered list of past winners include now household names such as Divine, Benny Dayal, Parvaaz, Swarathma, Papon, MidivalPunditz, The SkaVengers, Indus Creed, Dualist Inquiry, Donn Bhatt, and The F16s, to name a few. Radio City Freedom Awards has successfully been India's only platform to pave way for talent in the indie fraternity to create a mark in the mainstream industry.

Marriott on Wheels- first ever mobile food truck in India

Marriott International Inc announced the launch of Marriott on Wheels - its first ever mobile food truck in India. Commencing its journey from Mumbai, the Marriott food truck will be seen travelling across six destinations in India, serving its patrons signature dishes and local favourites from Marriott properties in the respective cities. The food truck was flagged off in Mumbai by Mr. Craig Smith, President and Managing Director, Asia Pacific, Marriott International and Mr. Neeraj Govil, Area Vice President, South Asia, Marriott International along with actor and producer Saif Ali Khan. Cruising through the cities of Ahmedabad, Amritsar, Lucknow, Pune, Madurai and Kochi, this food truck will be covering a distance of 6761 km over 40 days. Through this initiative, Marriott International Inc. aspires to manifest on the F&B strength of its Select Serve Brands - Courtyard by Marriott, Fairfield by Marriott, Four Points by Sheraton and Aloft Hotels. Spending two days in each city, Marriott on Wheels will be stationed at some of the most popular hubs, such as, Food Truck Park in Ahmedabad, Sahara Market Plaza in Lucknow and Info Park in Kochi. Upon its arrival in the city, an Executive chef from a Marriott property will be present on-board, serving a limited time menu, specially curated for the food truck. Some of the dishes served on-board would include Mutton tikka quesadillas which will be available in Amritsar, Karaikudi chicken wings in Madurai and Kosha mangsho kathi roll in Pune to name a few. Commenting on the launch of Marriott on Wheels, Neeraj Govil, Area Vice President, South Asia, Marriott International Inc. said, "We are proud to launch Marriott's first ever mobile food truck in the country. Over the years, Marriott International Inc. has amplified its dominance in the F&B space with the help of chefs who have tremendous experience and skill. With culinary experiences driving the focus for Marriott this year, the launch of Marriott on Wheels



is yet another initiative that showcases our strength and leadership in the F&B industry." As part of Marriott International's commitment of reducing environmental impacts, eco-friendly items such as containers made of bagasse and glass water bottles will be used on-board Marriott on Wheels. This will be implemented not just in Mumbai but also across all the other six cities where the food truck will be present. Sustainability increasingly plays into requested experiences, as more guests are looking to create a positive impact in local communities and Marriott International will remain committed to maintain a sustainable environment through all the initiatives. Over a span of a 40 days, this food truck will be seen cruising across six cities covering 6761 kms in the country. Marriott on Wheels commences its journey on 04 April 2019. Catch all the updates on @MarriottonWheels on Instagram & Facebook.

Havaianas, the world's most renowned slipper, arrives in India



Havaianas, the iconic, durable and comfortable slipper, launched in Brazil in 1962, continues its international expansion with its arrival in India. Alpargatas S.A. and Shoe zone Lifestyle LLP have formed a joint venture partnership, to bring in the world's most famous slipper. Under this JV the company plans to invest more than US\$ 20 Million behind Havaianas in the next 5 years to conquer the Indian consumers. Havaianas plans on aggressively focusing on 10 top cities to speed up the distribution and achieve its full potential. The first locations chosen for the mono-brand stores include the most relevant and trend-oriented cities in India: Mumbai, Bangalore, Goa, Chennai, Pune and Cochin. This will be accompanied by intensive cross-platform marketing and PR campaigns. Havaianas will be available in the most relevant distribution channels for the local consumers: shoe specialist, department stores and e-commerce platforms. The project to bring Havaianas to India is being led by a JV between Alpargatas S.A. and Shoezone Lifestyle LLP (Alpargatas India Fashions Private Ltd) : combining the high product quality, diverse product portfolio and strong brand equity of Havaianas, with the solid retail, market know-how, consumer understanding and proven execution capabilities, of Shoezone Lifestyle LLP. Both partners are fully committed to ensuring the same success story of other international markets, where Havaianas introduces consumers to a whole

new concept in slippers: not just functional slippers, but in fact the perfect combination of "comfort and style" to be adopted as a true "fashion accessory". Speaking about the recently formed JV, Roberto Funari, CEO, Alpargatas S.A., said, "This is going to be a radical change in the way Indian consumers perceive and wear slippers today. We believe Havaianas will become a love brand – as it is in so many markets, and our product portfolio will offer consumers the possibility of being aligned with the latest fashion trends with extreme comfort". The iconic brand, available in a variety of shapes, colors and prints are already the preferred slipper in many markets like Italy, UK, France, Australia and, of course, Brazil. Havaianas now brings the fun, energy, color and holiday spirit to the Indian consumers. With its warmer (slipper-friendly) climate and a very well-developed usage habit, Havaianas is bound to be a hit with consumers. A diverse portfolio of more than 120 styles and 350 colours will be available to "wow" consumers from all genders and ages, including international consumers favorites such as Havaianas St Tropez, Havaianas Slim Metal Logo, Havaianas You, Havaianas Urban and some of the many licensed styles such as Star Wars, Harry Potter, Mickey Mouse, Spider-Man and Mario designs. Havaianas, which releases a collection every year is currently selling the 2019 range and will soon release its 2020 collection.

Elara Technologies enters online-to-offline home rentals market with the acquisition of FastFox.com

Elara Technologies Pte Ltd., owner of Housing.com, PropTiger.com and Makaan.com announced the acquisition of Gurugram-based tech-enabled rental brokerage platform FastFox.com. FastFox was valued at just under Rs. 100 crores at the time of this transaction. With this acquisition, Elara has entered the online-to-offline home rentals space, which has a market opportunity of over Rs. 20,000 crores. The addition of FastFox.com to its portfolio allows Elara to offer a comprehensive end-to-end service to landlords and tenants, thereby ensuring a significant improvement in consumer experience. Currently, Elara is growing at a market leading rate of more than 60% y-o-y and the new acquisition will further help the company to become the clear market leader in digital real estate in the country. FastFox.com is an online-to-offline (O2O) brokerage firm that works in partnership with other brokers and landlords to list residential properties online for rental purposes. It allows home seekers to check pictures and access in-depth information about available properties. Beyond listings and search, the company helps schedule house visits to enable quick closure with the landlord. It uses technology to ensure that 100% of the homes listed on FastFox.com are authentic and available for immediate visit and closure. Investors in FastFox include Light speed Venture Partners and Blume Ventures among others. Elara Technologies has built strong technology and on-ground capabilities to offer a range of services to home seekers, home owners, brokers and real estate developers. With the acquisition of FastFox.com, the company aims to go beyond search and discovery for home rentals on its platforms and add on-ground assistance to both landlords and home seekers. FastFox.com has pioneered the revolutionary 'Open House' model for rentals in India, in which a house is open for viewing by home seekers for a scheduled period of time. This makes the process of

renting convenient for landlords, potential tenants and brokers. FastFox has also built a proprietary matching engine powered by data and machine learning, which ensures that only relevant home seekers go for house visits enabling faster closing of transactions. At present, FastFox.com operates mainly in the Gurugram market and has grown significantly in the last twelve months to capture nearly 5% share of the home rentals market in the city. Commenting on the transaction, Dhruv Agarwala, CEO Elara Technologies Pte Ltd., which owns Housing.com, PropTiger.com, and Makaan.com, said, "Housing.com is one of the largest rental demand aggregators in India. With the acquisition of FastFox.com, we aim to catalyse our next phase of growth by driving on-ground transactions working closely with home owners, home seekers and brokers. Pallav Pandey, Co-founder & CEO of FastFox.com said, "Housing.com's data, technology and demand generation capabilities combined with the unique on-ground fulfilment capabilities of FastFox.com is the perfect recipe for success in the home rentals market. Dev Khare, Partner, Lightspeed India Partners, said "We are excited that Pallav, Mukul and the broader team at FastFox.com will now be able to execute on their full-service rental brokerage vision with the Elara audience, including millions of consumers visiting Housing.com, Makaan.com and other Elara properties." Sajid Fazalbhoy, Principal Investments, Blume Ventures, said, "We look forward to team Fastfox executing their full stack version of rental under the vast Elara umbrella and seeing the business continue to bring innovations to the online real estate space." Dhruv Agarwal further added, "We are very excited about the deal and its potential to transform the home rentals market in India. I would like to welcome Pallav, Mukul and the entire FastFox team to join us in our journey to become India's leading digital real estate platform."

HIL Ltd. receives Great Place to Work certification

HIL Ltd., India's leading and Asia's most trusted building material company, announced that the company is certified as Great Place to Work by Great Place to Work Institute®. HIL earned this credential on five dimensions of creating and sustaining a high-trust and high-performance culture – Fairness, Credibility, Respect, Pride and Camaraderie. The company achieved this certification based on extremely high satisfaction scored provided by its employees through a survey. Great Place to Work® is the global authority in creating, assessing and identifying the Best Workplaces world over. Every year, more than 10,000 organisations from over 60 countries partner with Great Place to Work® Institute for assessment, benchmarking and planning actions to strengthen their workplace culture. In India, more than 900 organisations applied to Great Place to Work® Institute to undertake the assessment this year, making it the largest Study in the space of Workplace Recognition. The Institute uses 2 lenses to evaluate and identify the best cultures. The first lens measures the quality of employee experience through their globally validated survey instrument known as Trust Index®. The second lens is called Culture Audit®, a proprietary tool of the Institute that evaluates the people practices of an organisation, covering the entire employee life-cycle. HIL is committed towards building a culture which attracts best talent in the industry and have a motivated workforce, towards building a global company contributing towards a better world. The company has a highly engaged workforce that is updated on

all company news on social media as well as internally through email and messages in an appropriate and timely fashion. HIL has a strong belief in transparent communication and in order to strengthen that, the company has a MD connect portal through which employees can connect with the MD directly to share their views and opinions. The company also recognizes the efforts and invaluable support of the employees and their families through various programs and initiatives thereby inculcating a ONE HIL culture. HIL believes that diversity and inclusion bring business merit to the company's performance and morale of employees and is committed to grow the ratio of female employees. In this direction, HIL recently introduced a pioneering special medical leave policy focused towards their women employees, which allows them to take one medical leave in a month without giving any clarification to the company. Additionally, with the employee engagement program – JOSH – HIL aims to bring all the employees together which infuses more energy through the fun that people have along with the work. Commenting on the achievement Mr. Dhirup Roy Choudhary, MD & CEO, HIL said, "We are extremely proud of this recognition as it is a testimony to our talented people and a culture that ignites quest for excellence. We strive to create an environment that promotes growth, leadership, and team work to deliver our brand philosophy "Together, we Build". We look forward to continuing to invest in our employees, and build people practices that strengthen our employees' development and happiness at work."

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Britannia partners with ICC to bring back the iconic Britannia Khao, World Cup Jao Campaign



In a continuing celebration of its centenary year, Britannia Industries Ltd. brings back one of its most memorable campaigns Britannia Khao World Cup Jao. The nostalgic campaign, which debuted in 1999, brings together two Indian powerhouses food and cricket. The ICC Men's Cricket World Cup is no doubt one of the biggest events of the year and thus Britannia's campaign is bigger than ever before with the mega prize going to 100 consumers who will each win an all-expenses paid trip to watch a match live at the World Cup in England and Wales. The promotion is also set to offer a bouquet of experiences and rewards to millions of consumers who SMS an (on pack) promo code. The carnival of prizes includes a lucky draw as well as assured gifts such as e- vouchers and signed memorabilia from cricket legends. Mr. Ali Harris Shere, VP - Marketing, Britannia Industries Ltd., said, "It is most rewarding to bring back our iconic Britannia Khao World Cup Jao

campaign in the biggest way possible on the completion of our centenary year. Britannia and cricket go back a long way. The original 1999 campaign was truly innovative for its time and is a marketing campaign that millions in the country still remember fondly today. This year, we're rewarding 100+ consumers with a paid trip to cheer on their favorite cricketers in person. This, we believe, is every cricket fan's dream come true. A bonanza of gifts and World Cup memorabilia are also up for grabs for millions of consumers." ICC General Manager - Commercial, Campbell Jamieson: "The ICC welcomes the partnership with Britannia and we think that the 'Britannia Khao World Cup Jao' campaign is an exciting collaboration. Britannia, a brand focused on engaging fans across India, will offer cricket enthusiasts a chance to watch the matches live in England and Wales. The campaign also reaches out to millions of cricket fans with exciting giveaways across the duration of the ICC Men's Cricket

World Cup 2019. Britannia has always had a strong connect with the sport and we're pleased to have them partner with us to help ignite cricket fever across India." At a launch event held in Bangalore, Britannia invited 1983 India cricket legends Kapil Dev, Roger Binny, Syed Kirmani and Kris Srikkanth to help kick off the campaign. The legends, who evoke a sense of pride and nostalgia in every Indian cricket fan, shared their most memorable moments from 1983 and how it was every Indian fan's support that drove them to win. Through the campaign, which runs from April to June, each consumer who purchases a Britannia product with the Britannia Khao World Cup Jao promo on pack can participate in the campaign by 'SMS'ing the promo code. Each Britannia pack has runs which will be added to the consumer's account once created. For every 100 runs, the consumer will win an assured prize. More details as well as terms and conditions can be found on www.britanniacontest.com.

Crocs Makes a Statement with Third Year of "Come As You Are" Campaign



Crocs, Inc. (NASDAQ:CROX), a global leader in innovative casual footwear for women, men and children, launched the third year of its "Come As You Are" marketing campaign. Global brand ambassadors, including award-winning actress, singer-songwriter and director Zooey Deschanel, along with British actress Natalie Dormer will encourage consumers to declare that being yourself, being comfortable and looking stylish are not mutually exclusive. For the campaign's official launch, Crocs has released a video that highlights just how easy it is to be comfortable in your own shoes. "As we enter our third year of 'Come As You Are,' we are evolving not only our message and cast but the entire look and feel of our marketing campaign," said Terence Reilly, Chief Marketing Officer, Crocs. "Crocs is making a bold declaration that you can have both style and comfort no matter who you are or where your life takes you." Deschanel and Dormer are joined by Chinese actress, dancer and model Gina Jin, South Korean actress and gugudan girl-band

member Kim Se-Jeong, and Japanese actress and model Suzu Hirose for the year-long campaign. "Because comfort comes in many shapes and sizes, our global brand ambassadors will wear and talk about some of our most popular styles in settings that are relevant to their interests and personalities," Reilly said. Crocs' most popular products and collections will be showcased throughout the campaign, including LiteRide™, Crocband Platform, Crocs Serena, Swiftwater™ and, of course, the iconic Classic Clog. "Come As You Are" will be seen through various digital, social, print and in-store marketing materials with a specific focus on the United States, Germany, China, Japan and South Korea. In addition, Crocs will be on the lookout for a 2019 Crocs Fan Ambassador who can show us how they embrace "Come As You Are" and wear Crocs to pursue their passions. Additional details on the 2019 Crocs Fan Ambassador contest will be shared later this month. To learn more about the "Come As You Are" campaign, visit www.crocs.com/comeasyouare.

Bajaj Consumer Care Launches Bajaj Cool Almond Drops Hair Oil

National, 2nd April 2019: Bajaj Consumer Care Ltd. (Formerly known as Bajaj Consumer Care Ltd.), one of the leading players in the light hair oil category, has launched a new hair oil in the cooling oils segment, Bajaj Cool Almond Drops Hair Oil. Expanding its range of personal care products, Bajaj Consumer Care presents yet another novel product for the Indian consumer for the approaching hot summers. Bajaj Cool Almond Drops Hair Oil provides the benefits of a cooling oil without the hassles and problems of stickiness. It is light and has a unique combination of sweet almond oil and Vitamin E to nourish the hair. It is also enriched with menthol and camphor that provide cooling and relax the body & mind. Popular Indian cricketer, Ravindra Jadeja has been chosen as the brand ambassador for the product. Ravindra Jadeja was an ideal fit for Bajaj Cool Almond Drops as he is known to maintain his cool even in high stress situations. Commenting on the association, Ravindra Jadeja says, "I am really excited to be associated with Bajaj Cool Almond Drops hair oil. It is a non-sticky cooling hair oil for summers and for someone like me, who has to keep his cool during intense moments and deal with demanding situations, the connection with the brand was spot on." Commenting on the new launch, Mr. Sandeep Verma, President Sales



& Marketing of Bajaj Consumer Care said, "Bajaj Cool Almond Drops Hair Oil is the ideal hair oil for the approaching hot summers. There are other cooling oils in the market too, but we found that there is a genuine consumer need gap for a cooling oil which is non-sticky and light. Being the pioneers in the light hair oil segment, we decided to take up this challenge and provide the consumer with a product that provides the benefits of a cooling oil without the hassles and problems of stickiness. We are glad to collaborate with Ravindra Jadeja for this campaign. He is the ideal brand ambassador since he has always kept his cool under high pressure situations."

Andrea Jeremiah launches 6th Lifestyle store in Chennai at The Marina Mall



Lifestyle is now also available online through lifestylestores.com where customers can shop from the convenience of their home. With features like Click & Collect and Return to Store, Lifestyle offers a true omni-channel experience to its customers. Introduced to facilitate better service and provide its customers with simpler and faster shopping experience, the Lifestyle app is also available for Android and iPhone users. Chennai, April 4th, 2019: Lifestyle, India's most preferred fashion destination, announces the launch of its latest store at The Marina Mall, Chennai. Inaugurated by renowned actress, Andrea Jeremiah, this is Lifestyle's 6th store in Chennai and 77th in the country. Known for her glamorous style, Andrea was looking stunning in Lifestyle's latest Runway collection. Spread across three floors and 50,000 sq. ft., the new Lifestyle store provides a seamless shopping environment, elegantly framing the trendy and fashionable offering that Lifestyle is renowned for. It offers an immersive shopping experience with curated fashion lines, larger than life digital screens

showcasing the latest fashion trends, best-in-class store fixtures and a selection of brands that offer a retail experience that is both unique and memorable. With this new store launch, coinciding with the brands completion of 20 glorious years in the industry, Lifestyle continues to provide participative and engagement driven experiences for its customers with the highlight being its curated collection, efficiency and service. At the store, customers can choose from a wide variety of national and international brands, including Forca, Ginger, Melange, Vero Moda, Code, Jack & Jones, Van Heusen Pepe Jeans, Bossini, Catwalk, Red Tape, Tommy Hilfiger, Casio, Colorbar and more. Speaking on the launch, Mr. Vasanth Kumar, Managing Director, Lifestyle International Pvt. Ltd. said, "We are extremely happy to launch our new store at The Marina Mall, Chennai, taking our store count to a total of 6in the city. This launch is made even more special as Lifestyle completes 20 years in the industry. On this occasion, several exciting offers and activities have been planned for our

customers every weekend, to ensure that they get to experience the very best of the brand. With our new store, we are happy to provide them with another truly world-class fashion destination to shop the latest trends and the choicest of brands from. Speaking on the occasion, Andrea Jeremiah said, "I am excited to be here today, launching my favourite brand, Lifestyle. This occasion is even more special as the brand completes 20 years as a fashion leader. Lifestyle offers a fantastic array of choices that are on trend and suit my style. The collection is cool, stylish and comfortable and I personally love their highly exclusive Runway Collection. It's truly a one-stop destination to shop for all your fashion needs." Completing 20 years in the industry, Lifestyle continues to strengthen its commitment to latest trends and the best of fashion with a curated collection designed for incredible experiences. With trends across all touch points of every fashion journey, the brands curated collection provides consumers the power of choice and an immersive fashion experience.

DUMBELL FITUP FEST 2019

Dumbell Fitup Fest 2019, a first-of-its-kind Fitness and Wellness Event, organized jointly by Brand Avatar and Dumbell, was inaugurated in a glittering function in YMCA Wings Convention Center, Royapettah. The prestigious event showcases Conferences, Fitness Competitions, Yoga and Zumba Sessions, Fashion Show, Expos and Awards Night. It is of great interest that Decathlon, the iconic Sports Goods Retail Brand, is holding competitions for indoor games such as Football, Volleyball, Table Tennis, etc. Inaugurating the event Mr Sudhakar Raja, CEO of HowdyDo, also stressed the importance of fitness and the need for a healthy body and how events like this kindle the spirit in all of us. He advised the gathering to take to fitness seriously as health is one asset which we tend to not take seriously or appreciate until it is reminding us of its existence! Mr C K Kumaravel, CEO of Naturals Salon, speaking during the occasion, said that fitness should be part of everybody's daily life. It is not necessarily having big muscles but it means being quick, flexible and active. He asked the Chennai public to take advantage of this event to remind themselves of a duty they owe to themselves – to be fit and healthy! Mr Hemachandran, CEO, Brand Avatar, mentioned that the house of Brand Avatar took immense pleasure in hosting events like this with a cause. He recalled the contribution of Brand Avatar's socially relevant events such



as the Village Ticket, Homepreneur Awards, etc., Mr Abishek Rengaswamy, Founder and Chairman, Dumbell, also explained how and why he thought up about this Event and how we tend to ignore our health at a huge cost not only to us but also to those around us. Decathlon, the iconic Sports Goods Retailer, is also hosted competition for certain indoor games such as Football, Table Tennis, Volleyball to make it more interesting for the visitors! The Festival agenda also includes a hunt for the Little Miss and Master Earth India for children in the 3 to 17 age group. Excitingly, the winners qualify for the Little Miss and Master Earth International Pageant to be held in Las Vegas in July. This is an initiative of School of Success (A Brand Avatar Entity). Speakers during the 2 day event included celebrities from the Fitness community (including Satish Sivalingam, Commonwealth Gold Medallist, David Anand, International Football Consultant, Binglee Murali, Fitness Director, Talwalkers Inshape, Abhishek Rengasamy, Founder & Chairman, Dumbell, Deepti Akki, Fitness Entrepreneur & Coach, Shiny Surendhran, Dietitian & Sports Nutritionist, Nina Reddy, Director O2 Fitness, Aarth Reddy, Director, Ragaarth Housing, Devimeena Sundaram, Celebrity Fitness Trainer, Sandeep Raj, Founder Deepfit & Yumfit, Zarook Sha, Director, Grand Square, Anu Alex, Mrs Earth International, Bharath Raj, Fitness Model & Actor). For more details visit <http://www.fitupfest.com>

SKYBAGS unveils its 'ALWAYS A STAR' campaign

Skybags, the stylish youth brand from the house of V.I.P. Industries Ltd. has launched its latest campaign featuring superstar Varun Dhawan. The 'Always a Star' campaign marks the unveiling of the brand's new Backpack Collection for 2019. The campaign showcases the stylish collection, which makes one 'feel like a star'. Dubbed to some foot tapping background music, the campaign hinges on the idea of how a Skybags Backpack elevates the wearer's style quotient to that of a star. The new collection represents an impeccable blend of vivid colors, quirky designs, and contemporary patterns. Equipped with built-to-last straps, 12 months international warranty, and rain cover, the collection boasts of stylish and innovative designs. The collection has



been designed with an aim to enhance the user's functional & style needs with added comfort features. Commenting on the launch of the new campaign and collection, Mr. Sudip Ghose, Managing Director, V.I.P. Industries said, "The Backpack Collection for 2019 is reflective of a very animated and vibrant spirit; it scores high on the fun and functionality quotient. Through this campaign, we have endeavored to reach out to millennials who are always in quest of something truly unique and trendy. Both, the campaign and the collection aim to capture this essence." The promotion of the new Backpack Collection is led by a TVC Campaign starring Skybags' Brand Ambassador Varun Dhawan. The campaign will run on TV and Digital. Digital will be a key medium through which the campaign theme will be amplified. Reflecting his thoughts on the new campaign Varun Dhawan, Brand Ambassador – Skybags said, "Skybags has always been my choice when it comes to backpacks; they go very well with my style and have features which enable me to do all I want, and more. I am excited to be part of the new 'Always a Star' campaign. It is filmed around a quirky concept and I am sure people will love it, it's just first-class"