

## Welspun Group's new corporate campaign gives consumers 'Many Reasons to Smile'

The heartwarming digital film highlights the emotional impact the company's diverse businesses have on consumer

Mumbai, 20<sup>th</sup> December 2021: Welspun Group has launched its new corporate ad film, Many Reasons To Smile. Being popularly known among consumers for its home textile products like towels and bed sheets, Welspun is a leading conglomerate with a presence across diverse sectors, namely line pipes, warehousing, infrastructure, and flooring. The motivation behind the corporate ad film was to build salience and equity for Welspun as a group company and spur recognition for its various other lauded businesses.

The newly-released brand film brings alive the familiarity of Welspun in the daily lives of consumers, while highlighting the stories that make the brand warm, familiar and human. As Welspun works towards a happier planet, the film recognizes the idea of giving 'many reasons to smile' to its various stakeholders, consumers and the communities whose lives they impact positively.

"The 'Many Reasons to Smile' campaign highlights the fact that we are guided by a strong consumer focus in everything we do, and we are growing with the communities we serve and operate in. The film embodies the joy of putting one's trust in a company that has made its presence felt in more ways than one," said **Dipali Goenka, CEO & Jt. MD, Welspun India Ltd.** "We are telling a powerful story of who we are, what we offer and how we are championing our purpose. We are guided by our values to positively impact the stakeholders through innovation, technology, inclusive and sustainable growth," she added.

Conceptualized and executed by Ogilvy India, the digital film showcases how Welspun Group has been creating value for India's families and communities. Made in a montage style set against an original background score, universal images of happiness are creatively used in a free-flowing narrative: children playing with water; an old couple caught in the rain having their hair dried by their grandchildren with towels; a mother and daughter building a tent out of bed sheets, a warehouse professional wearing a satisfied smile while going about his job, a father and son enjoying playtime on the floor of their home. This simply highlights how Welspun Group has given these individuals many reasons to smile.

Commenting on this campaign, Piyush Pandey, Chairman of Global Creative & Executive Chairman, India, said, "Making this ad was an interesting exercise. It was about touching people's hearts while sharing the story of Welspun touching their lives in so many ways. I enjoyed being a part of the team in its creation. Welspun has great stories of sustainability and I look forward to sharing those in the coming days."

The complete '*Many Reasons To Smile*' digital film can be watched here: [https://www.youtube.com/watch?v=GV7J03DE\\_zw](https://www.youtube.com/watch?v=GV7J03DE_zw)

## About Welspun Group

One of India's leading conglomerates, Welspun Group is amongst the largest global exporters with 'Make in India' at its core for over three decades. Welspun Group has gained a global leadership position spread across international markets including the US, Europe, and Saudi Arabia. In a short period, the group has established a noteworthy presence in Home Textiles, Infrastructure, Warehousing, Steel, Retail, Advanced Textiles, Line Pipes, and Flooring Solutions. The Group also enjoys strong relationships with almost all Fortune 100 companies operating in the Retail and O&G sectors.

As India's fastest-growing multinationals, Welspun Group has a strong presence in over 50 countries employing over 26,000 employees and more than 100,000 shareholders. Along with a deep penchant for technological and operational excellence, the group has been continuously following global ESG practices as a responsible conglomerate.