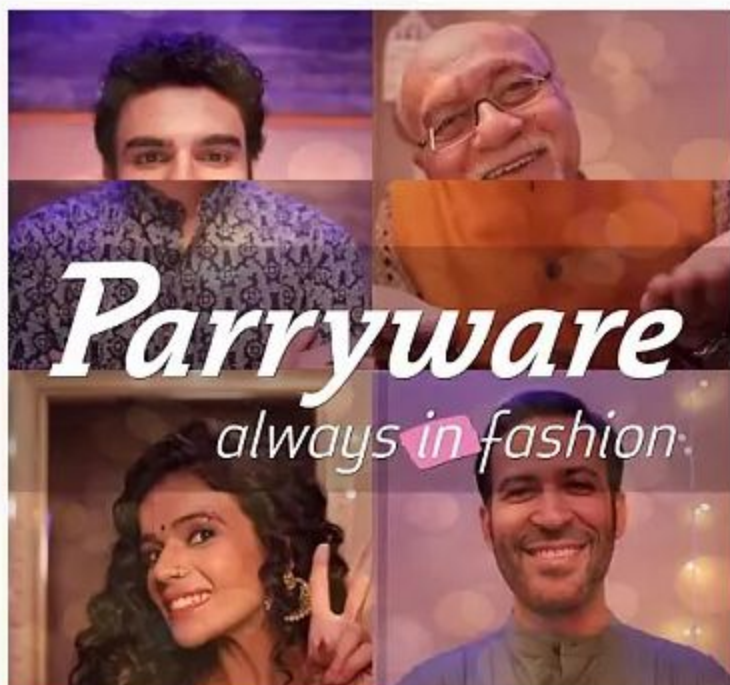


Parryware's Diwali ad encourages people to bring positive change to their lives

Parryware will be running a digital film on its Facebook and Instagram pages from 24th October to 30th October, with a promise to bring more positivity to the lives of people

by exchange4media Staff
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Diwali is one festival that brings the whole family together. It's an occasion to dress up, celebrate, and indulge in everything one desires. Being one of the most-awaited and celebrated festivals of India, Parryware, India's contemporary bathroom solutions brand released a digital film showcasing people bringing one positive change in their life to celebrate this Diwali in a unique way. The film is followed by a digital contest.

As part of the initiative, Parryware will be running a digital film on its Facebook and Instagram platform; seeking individuals to wash away everyday blues and share one change that they wish to drive this Diwali and tag their friends to be part of the initiative. Parryware is a brand that's 'Always in Fashion' believes in celebrating every occasion in a unique & memorable way. With this contest the brand aims to engage with customers with high aspiration values, thereby adding more smiles and happiness in everyone's life.