


# Parryware urges everyone to vote with #EverySeatCounts campaign

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*Parryware will run multiple contests and posts around key issue across its social media platforms*



by exchange4media Staff

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Parryware has launched #EverySeatCounts campaign in lieu of the ongoing election process. The campaign emphasises on the importance of voting and urges Indians to exercise their right to vote.

Parryware's election campaign focuses on motivating the citizens of India to judiciously cast their vote in the upcoming elections and choose leaders who would represent their interests and flush out issues faced by many.

The brand urges voters to select the right candidate who can fight problems like corruption, gender inequality, poverty, illiteracy, pollution and terrorism, and work towards a cleaner environment.

Commenting on the brand's initiative, Mayuri Saikia, Marketing Head, Roca Bathroom Products Pvt Ltd. said, "Today Parryware is one of the most trusted brands in the country and has played a vital role in transforming bathroom space for the past six decades. As a trusted and responsible brand, we believe in sensitizing individuals about issues and topics that are pertinent of our times and #EverySeatCounts is one such initiative through which we are urging voters to vote for issues that are crucial to them. This general election will witness more than 8 crore young first-time voters and Parryware intends to inspire them to make an informed choice while exercising this fundamental right. We will be interacting with the individuals across platforms such as electronic and social media throughout the election season."

#EverySeatCounts initiative is focused towards deepening the public awareness around casting vote across India via social and electronic mediums. Parryware will run multiple contests and posts around the key issue across its social media platforms for optimum engagement capturing voices for the desired change.

The campaign will continue till May 22, with a heavy focus on selected regions during polling days triggering 'voting' as the most crucial call to action.

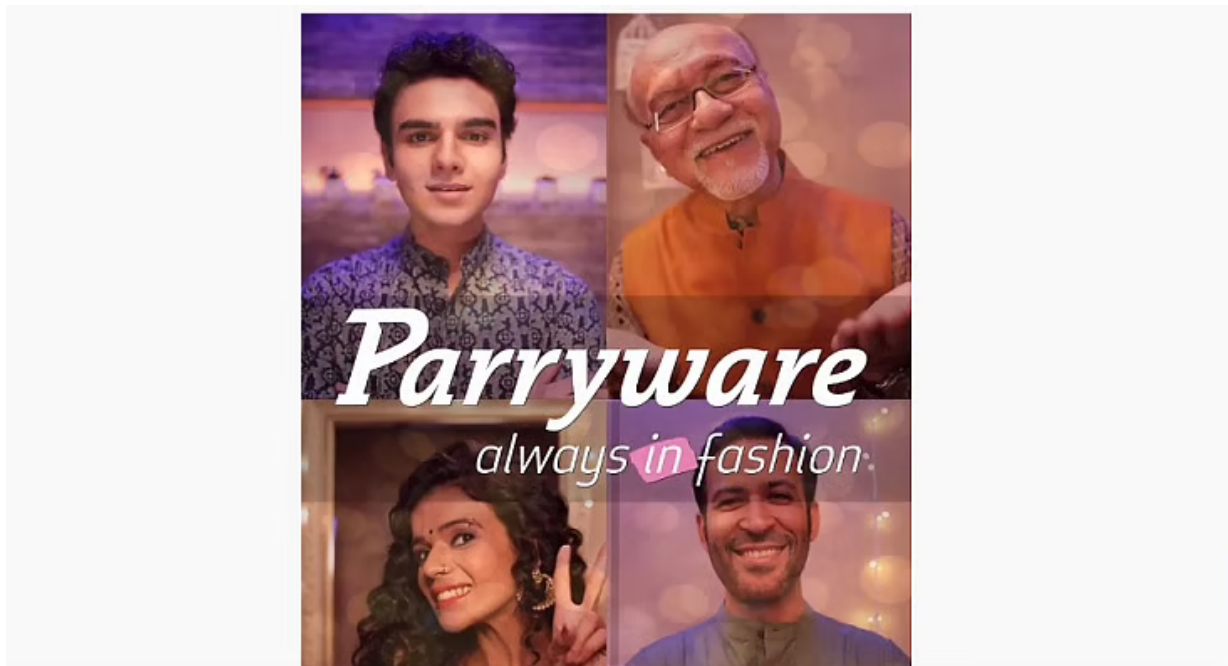
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## **Parryware's Diwali ad encourages people to bring positive change to their lives**

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***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](#) | Oct 25, 2019 4:35 PM



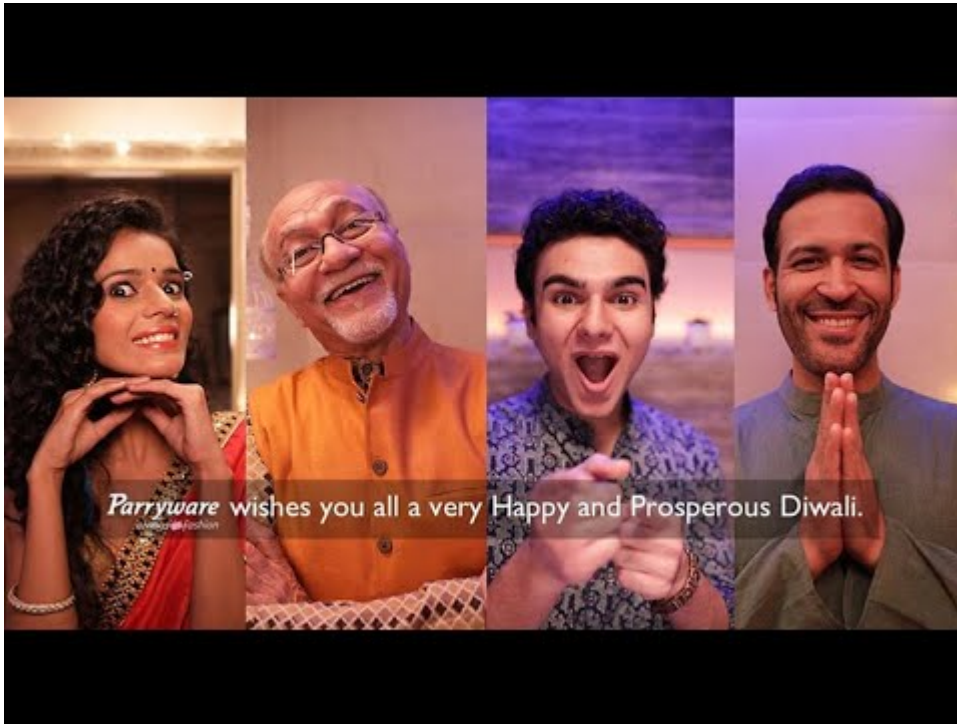
Diwali is one festival that brings the whole family together. It's an occasion to dress up, celebrate, and indulge in everything one desires. Being one of the most-awaited and celebrated festivals of India, Parryware, India's contemporary bathroom solutions brand released a digital film showcasing people 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.

Starting 24th October 2019, the engagement activity on social platforms is live and will continue until 30th October 2019, with a promise to bring more positivity in the lives of people.

Let us promise to make this Diwali happier and prosperous everyone around and involve in a movement, associate with purpose or make a promise to work toward being more positive.

On this occasion, MD, K.E. Ranganathan of Roca Bathroom Products Private Limited wishes all its stakeholders and customers a very Happy & Prosperous Diwali and urges to bring a positive change in their life.



Watch Video At: <https://youtu.be/lwBYboHfkCo>