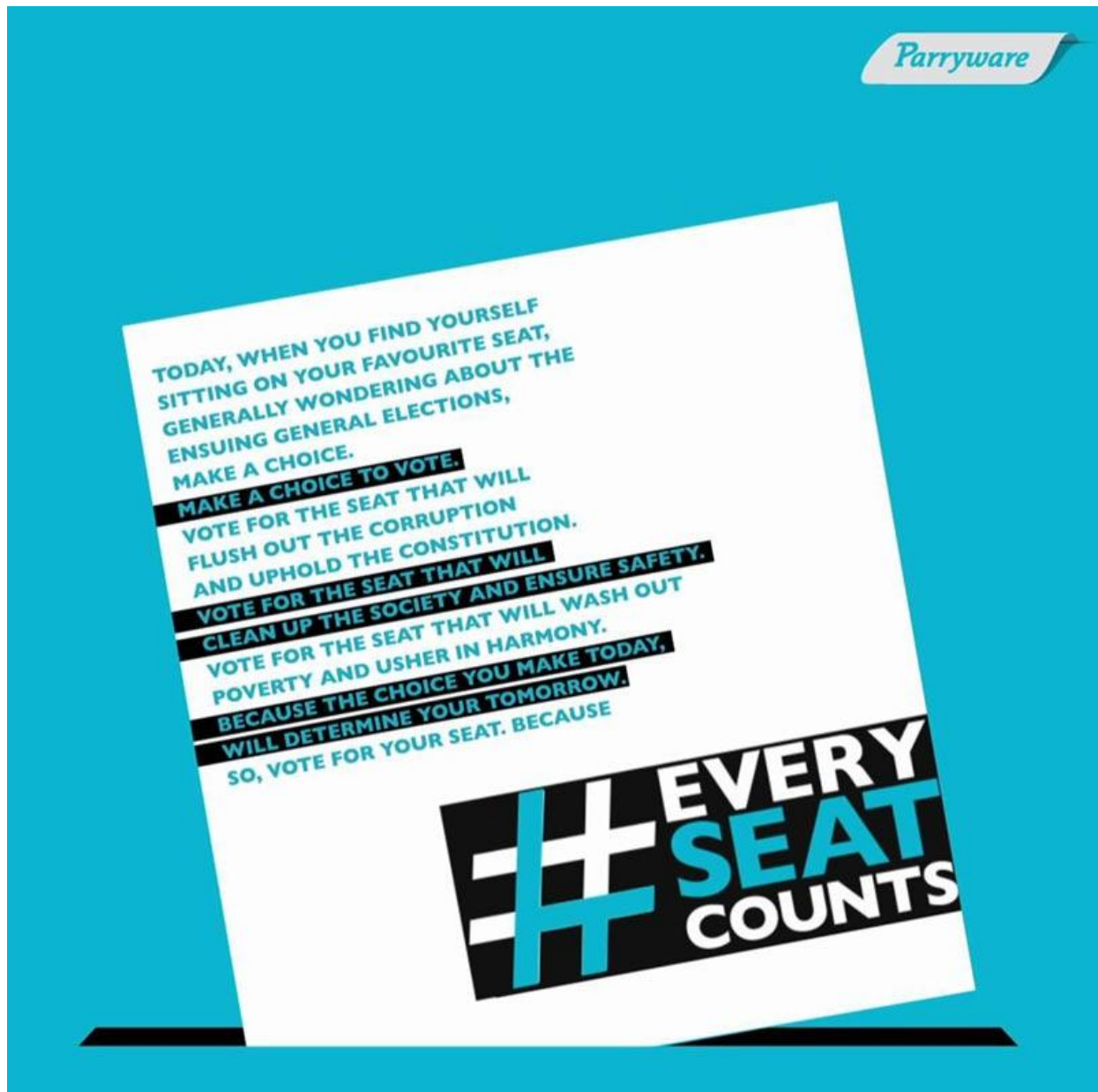


Put on your voting shoes with Parryware's #EverySeatCounts campaign

indiantelevision.com/specials/elections-2019/put-on-your-voting-shoes-with-parryware-s-everyseatcounts-campaign-190412

April 12, 2019

12 Apr, 2019 - 02:29 PM IST | By indiantelevision.com Team



MUMBAI: With the start of the polling season for India's largest democratic congregation, Parryware, India's leading bathroom brand launches #EverySeatCounts. The campaign emphasizes on the importance of voting and urges Indians to exercise their right to vote in the upcoming general election 2019.

India being the world's largest democracy with more than 90 crores registered voters across 543 constituencies (seats) can vote in the upcoming general elections. Despite the large number of voters, multiple reports imperially highlighted individuals not exercising their most crucial fundamental right. Basis past published reports, only 66 percent of the registered voters casted their vote during the 2014 Lok Sabh elections. 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 for the seat who will flush out the evils of the society such as corruption, gender inequality, poverty, illiteracy, pollution, terrorism and work towards cleaner environment because each voter's choice today will determine their tomorrow.

Commenting on the brand's initiative, Mrs. 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 pan India via social and electronic mediums. Parryware will run multiple contests and posts around the key issue across its social media platform for optimum engagement capturing voices for the desired change. Starting 1st April 2019, the campaign will continue till 22ndMay 2019, with a heavy focus on selected regions during polling days triggering 'voting' as the most crucial call to action.

[Games](#) 🎮 🌈

[Coding Classes For Age 6-18 by IIT/ Harvard AlumnusCampK12](#)

[Don't wait, invest in Amazon! Calculate your potential profit!Smart Investors](#)

[If You Own A Computer This Strategy Game Is A Must-Have!Total Battle - Tactical Game Online](#)

Latest Reads

[Vidnet 2021: On innovation & creating disruptive content on OTTs](#)

The rise of streaming platforms like Netflix, Disney+ Hotstar, Amazon Prime Video, Voot, Zee5, MXPlayer and ALT Balaji has allowed Indians to watch diverse content from around the globe along with experiencing new genres.



#Forecast2021: Rural consumption to rule the roost, says Parle's Krishnarao Buddha

In 2020, marketers learnt to grapple with unforeseen challenges elicited by the lockdown, and they are prepared to handle such circumstances, incase of another such instance in the future (hopefully not).

Specials

19 Jan, 2021

#Forecast2021: Positivity returns slowly for cable, DTH operators

Waking up to a new pricing regime, followed by an unprecedented pandemic, natural disasters, and tensions with China, 2020 turned out to be a gloomy year for the cable TV distribution industry.



Specials

19 Jan, 2021

#Forecast2021: TV advertising may see biggest growth in five years

Indian television made a round trip to hell over the course of 2020, but the new year seems like the beginning of a positive era for the industry, as far as its stature as the primary advertising medium is concerned.

Specials

18 Jan, 2021

#Throwback2020: The year of reinvention in production

MUMBAI: The Covid2019 crisis has engendered a paradigm shift across all walks of life and it is believed that there's no going back to "normalcy" even after the deadly virus is dealt with. This also holds true for the media and entertainment industry.

Specials

16 Jan, 2021



#Forecast2021: How technology, infrastructure upgrade will shape OTT ecosystem

The over-the-top (OTT) platforms have seen accelerated customer acquisition, especially post-Covid2019. To increase the stickiness of fleeting users, the platforms are adding more and more content to their libraries.

Specials

15 Jan, 2021







