

# Parryware urges individuals to bring in positive change this Diwali

[mumbainewsnetworks.blogspot.com/2019/10/parryware-urges-individuals-to-bring-in.html](http://mumbainewsnetworks.blogspot.com/2019/10/parryware-urges-individuals-to-bring-in.html)



**Chennai, October 25, 2019:** Diwali is one festival that brings whole family together. It's an occasion to dress up, celebrate, and indulge in everything one desires. Being one of most awaited and celebrated festival 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 being 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 are live and will continue until 30th October 2019, with a promise to bring more positivity in 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.

## **TVC Links:**

Hindi – <https://www.youtube.com/watch?v=lwBYboHfkCo>

Telugu – <https://www.youtube.com/watch?v=NU118VQaa24>

Tamil – [https://www.youtube.com/watch?v=oeH9\\_MHJck4](https://www.youtube.com/watch?v=oeH9_MHJck4)

Kannada – <https://www.youtube.com/watch?v=xlXRHFQVs4Y>

## **About Parryware**

Parryware, India's leading manufacturer of bathroom products, is the flagship brand in the portfolio of Roca India. Roca Group is a 2 billion euros Spanish giant, and is a world leader in bathroom space. The expertise and revolutionary R&D technology of Roca and

the customer trust of Parryware proved to be a potent force to strengthen market share in India. Originated from EID Parry, Parryware has a strong legacy of more than 60 years and is among the pioneering brands in India.

Parryware has introduced game-changing bathroom solutions and progressive technology in India. The brand has refreshed itself with 'Always in fashion' positioning to further reiterate its commitment of offering contemporary and unique designs including colors, trendy shapes, advanced technology that matches the imagination and lifestyle of the young, discerning Indian customer. Parryware introduced for the first time in India a complete bathroom customer care support during mid 1990s and has since built a strong service network across 30 cities in India. Parryware products are manufactured in 8 factories across India and is present through a strong distribution network of 7800+ dealers and retailers in the Indian market. For more information - [www.parryware.in](http://www.parryware.in)