



‘House of Pataudi’ releases, ‘Stories of Love’, featuring its customers; First campaign features a couple from Kerala

Crosses 5 million views on social media within 48 hours

Bengaluru, September 04, 2019: ‘House of Pataudi’, the ethnic wear brand, co-owned by Saif Ali Khan, Exceed Entertainment and Myntra, has launched a 2.5 minute video, featuring a young couple from Kerala, as part of its new video content series. The campaign is intended at establishing a deep emotional connect with audiences from across regions and diverse cultural backgrounds. This is being undertaken through a new brand property called, ‘Stories of love’, that captures real couples who have an interesting love story to narrate and the first in the series is focused on Kerala.

The concept allows House of Pataudi, a brand that exemplifies royalty and romance to manifest itself through the cultural facets of modern India, by showcasing the diversity that exists among people. It vividly captures the various aspects of a relationship, such as love, affection and romance, among couples, to narrate a heartwarming story and firmly associating the brand with cultural events such as weddings and festivals.

Shot in the form of episodes, the brand solicits ‘Myntra Insiders’ – members of Myntra’s Loyalty Program, from across the country, with an interesting love story and offers to capture their story through a video. The very first video captures a young couple from Kerala, ahead of their monsoon wedding. The two and a half minute film explicitly captures the essence of monsoon, the landscape and culture of the place, apart from the couple, who share their feelings for each other and describe their relationship with a romantic fervor. The slow background score from a violin, adds a touch of emotion to their saga. The video garnered 5 million views on social media, within 48 hours of launch.

<https://www.facebook.com/watch/?v=502618830512787>

<https://www.youtube.com/watch?v=NCbbxBOnntM>

“Rich culture and romance are an integral part of House of Pataudi and as a brand, we value the multi-cultural fabric that makes up our country. There is so much that India offers through its culture and traditions that every occasion, every ceremony has an interesting story and we decided to capture some of these through our ‘Stories of Love’ campaign featuring real customers and celebrating their romance. - **says, Saif Ali Khan.**

Speaking on the occasion, <Spokesperson>, Myntra, said, “With this campaign, ‘House of Pataudi’ has clearly entered a space that takes the brand closer to the consumer’s heart, while firmly tying it to our culture. As an ethnic wear brand, occasions are key for ‘House of Pataudi’



to connect with existing and new customers and the campaign attempts to strike a chord with the people of Kerala by associating romance, love, grandeur and culture with the brand.”

The brand will identify 6 unique love stories from across the country over the next one year, for creating such films.

About House of Pataudi:

‘House of Pataudi’ co-owned by Myntra, Exceed Entertainment and Saif Ali Khan exemplifies the latter’s classic and contemporary style and taste.

It is a lifestyle brand for men and women that delivers fine taste and refinement to the discerning and the fashion conscious. Each piece not only exudes style, but also narrates the rich story and history of the Pataudi heritage. The collection is exclusively available on Myntra.

About Myntra:

Myntra is India's leading platform for fashion brands and pioneer in m-commerce play. Myntra has partnered with over 2000 leading fashion and lifestyle brands in the country such as Nike, adidas, Puma, Levis, Wrangler, Arrow, Jealous 21, Diesel, CAT, Harley Davidson, Ferrari, Timberland, US Polo, FabIndia, Biba and many more to offer a wide range in latest branded fashion and lifestyle wear. Myntra services over 19,000 pin codes across the country. With the largest in-season product catalogue, 100% authentic products, Cash on Delivery and 30-day Exchange/Return policy, Myntra is today the preferred shopping destination in India.

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