



## **As a part of Myntra's new campaign, 'Festive Moments styled By Myntra' Soha & Saif Ali Khan bring the sweetness of Durga Pujo to the fore**

*Myntra's Big Fashion Festival is scheduled between October 16-22*

**Bengaluru, October 05, 2020:** Ahead of Big Fashion Festival, Myntra releases season's first festive campaign, aimed at positioning the nation's ultimate fashion destination as the 'Festive Style Expert'. The special Durga Pujo campaign features brother-sister duo, Saif and Soha Ali Khan tugging at the heartstrings as they pay tribute to one of the most awaited festivals, Durga Pujo, an occasion to celebrate over a period of 5 days, lip-smacking food and memorable moments with family. The brand film, a part of the campaign, aptly re-creates the current situation with countless families celebrating the festive season through video calls, thereby striking an emotional chord with the audience, while underscoring the value of right attire to enhance any festive celebration and make moments special.

The campaign is set to run from 3 October to 22 October, and Myntra is well poised to leverage its leadership position in the occasion-wear category among shoppers ahead of the festive season, with the protagonists actively exemplifying the richness of the House of Pataudi collection with their presence, embellished in grace and elegance. 'House of Pataudi', is the ethnic wear brand, co-owned by Myntra, Saif Ali Khan and Exceed Entertainment. The brand's festive collection, often synonymous and famed for its intricate designs and dazzling styles, will include a wide range of ethnic wear that allows consumers to revel in the festive season with elegance and style.

### **About the film:**

The film emphasizes the joy of celebrating festive traditions with loved ones and is set in the auspicious occasion of Durga Puja. It opens with Saif, who is on a video call with Soha, cooking the quintessential Bengali Bhoger Khichdi. Though satisfied with his meal, he cannot shake off the feeling of missing a key ingredient. The brother-sister duo debate over what it could be, before Saif reveals it by opening the Myntra app on his phone. Soha soon receives and then unwraps a Myntra box to get pleasantly surprised by a gorgeous House of Pataudi dress.

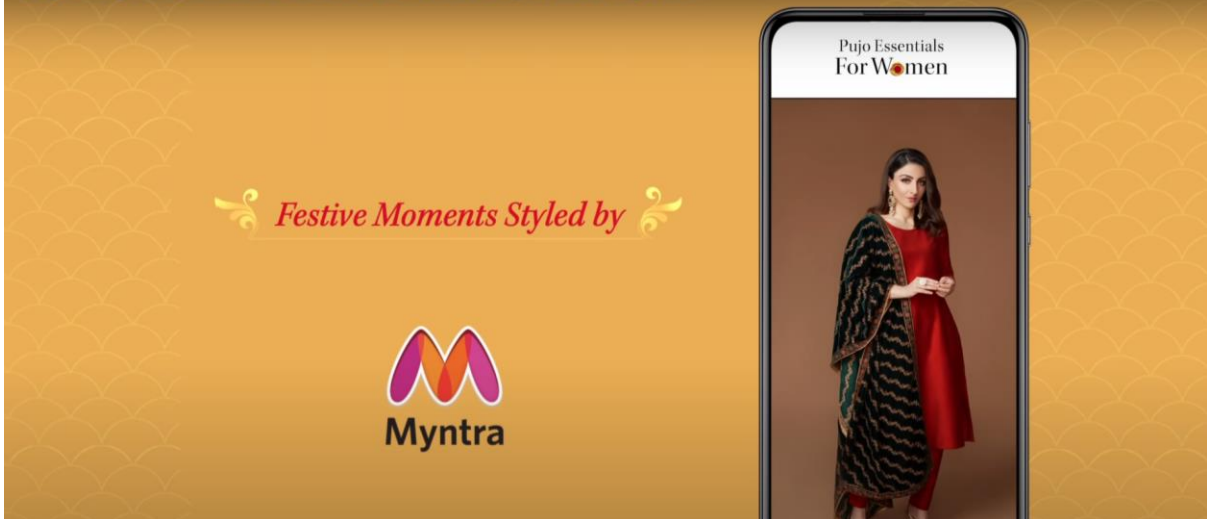
Realising it was Saif who sent the gift, Soha is quick to show off her elegance in the House of Pataudi Salwar. Saif, himself draped in a luxurious House of Pataudi Kurta, was missing the ethnic touch that comes with such occasions during the festive season and the film closes out with the siblings sharing a light-hearted moment. A voiceover at the end encourages all viewers to try something new this Durga Puja



Joy. Laughter. Delicious food. And festive style, with Myntra!



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Link to film: <https://www.youtube.com/watch?v=ialgocW2nSM>

**Speaking on the occasion, Harish Narayanan, Head of Marketing, Myntra, said,** “Our Durga Pujo campaign will establish a deeper connection with the audience while emphasising the role of Myntra in life’s special moments specifically in this festive season. While social celebrations and gatherings may not be happening, people in the country who have been in the confines of their homes are looking for basking in the festive cheer and celebrating the festival in style looking their festive best. As always, Saif brings a great degree of charm and depth to the House Of Pataudi brand while Soha strongly complements that with her elegance and feminine touch.”

**Commenting on the brand campaign, Saif Ali Khan, said** “I take great pride in elevating and upholding the rich and varied traditions of our great country and the Pataudi and Tagore heritage. Durga Puja and all other cultural aspects of Bengal always sing to my heart as it reminds me of family and tradition. Given any situation, people have to hold their families closer than ever, and I am certain our film will connect with people across India at a deeper level.”



**Speaking on the brand campaign, Afsar Zaidi- Founder and Enabler, Exceed Entertainment, said** “With the Pujo film, Myntra through its House of Pataudi film, kickstarts the festive spirit in a year that has been so challenging. While this year, celebrations have taken a new form, family bond and togetherness have been redefined and that’s what the film continues to offer.”

With the goal of reaching and engaging the wider audiences across India, the campaign will be run through a diversified media mix, which includes digital and social media channels as well as running ads on TV ahead of the festive season. As a part of Myntra’s efforts to drive higher brand relevance with a diversified, market-contextual approach to its campaigns, this campaign will be run focusing on the East markets.

#### **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. An integral part of the Flipkart Group, Myntra brings together technology and fashion to create the best experience in the fashion and lifestyle space in India. The company has partnered with over 5000+ 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 27,000 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.

#### **About Exceed Entertainment:**

Exceed Entertainment is an integrated, multi-platform entertainment and talent management company based out of Mumbai.

It is one of India’s leading agencies in the media and entertainment space and managing and representing several A-List Indian film personalities for over a decade now.

#### **CONTACT DETAILS:**

**Myntra:** [media@myntra.com](mailto:media@myntra.com)

**Torque Communications:** Richa Sheth | +91 9986241443 | [richa@torquemail.com](mailto:richa@torquemail.com)