



## HRX by Hrithik Roshan inspires fitness goals with new campaign, “Keep Going”

*The campaign has been conceptualized by Famous Innovations*

**Bengaluru April 20, 2017-** HRX, the active lifestyle and sportswear brand has launched a new film with the message "Keep Going." The film follows Hrithik Roshan and 3 other characters as they fight their fitness battles and finally achieve their goals. The film was conceptualized by Famous Innovations and shot by Razneesh Ghai. HRX Apparel is co-owned by Bollywood actor Hrithik Roshan, Myntra and Exceed Entertainment.

Raj Kamble, Founder and Chief Creative Officer, Famous Innovations, commented, "Fitness is a fast emerging category in India and with many international players dominating the space, hence it was important to find a unique voice for HRX. Hrithik Roshan himself is a huge inspiration and along with him we have tried to include people at every stage of the fitness curve in the communication. The idea is to show that whether you're just starting out or are an expert, we all go through the same struggles and the way to overcome them is by simply taking small steps forward."

Gunjan Soni, Head, Jabong and CMO, Myntra, added, "This campaign brings Hrithik Roshan's personal mantra and passion for fitness face-to-face with the challenges that our consumers deal with everyday in their journey towards an active lifestyle. Our attempt is to break down the unconquerable monolith called 'fitness' into real, achievable steps, and make this category more inclusive than it has generally been. This is important because India is more conscious about fitness today than it has ever been and while pro-athletes have many cheerleaders, someone needs to speak for the amateurs and beginners out there too."

The film was launched on the brand's social channels this weekend and will be supported by Cinema, Outdoor and Digital activities.

Link to film: <https://www.facebook.com/hrxbrand/videos/1471516362921967/>  
<https://www.youtube.com/watch?v=19c1pOSxpWY&t=1s>

Credits:

Client **HRX Myntra Designs and Exceed Entertainment**

Agency - Famous Innovations

Director - Razneesh Ghai

Production House - Asylum Films

### **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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