

## Brand Factory curates #SpreadSmartness campaign to encourage customers to shop smartly this festive season

**National 13<sup>th</sup> June 2017:** Brand Factory, India's fashion discount chain, part of Future Lifestyle Fashion presents its latest campaign called #SpreadSmartness this festive season. The brand launches a TVC called 'Mir Ki Eid', conceptualized and created by Karma - Division of DDB Mudra Group. Picturing a family celebrating Eid, the TVC narrates a tricky situation faced by the protagonist, 'Mir' when he meets his in-laws and how Brand Factory comes to his rescue.

Rendering a fresh perspective, the campaign uses situational humor to communicate that shopping at Brand Factory is the smartest thing to do. Adding an element of surprise, the TVC also promotes the special Buy 1 Get 1 offer which is on during Ramzan in a very interesting way.

Speaking about the campaign, **Roch D'souza, CMO, Brand Factory** says, *"Keeping the tradition of infusing humor in real life situations, through this campaign we have tried to portray a modern take on gifting during festivals. As a brand, we want to be relevant in the lives of consumers during the festive season and give them an experience of the Best Brands at Smart Prices."*

Talking about the creatives of the campaign, **Sanjay Panday, Business Partner Karma (Division of DDB Mudra Group)** says, *"We opted to portray a different perspective of shopping during festive occasions, rather than the typical emotional festive narrative. Whilst humorously showcasing the festive moments shared by families, the campaign encourages them to spend their money wisely by making the most of the best prices at Brand Factory."*

The campaign will be extensively promoted on television, OOH and all social media platforms. Buy 1 get 1 free offer is valid from 14<sup>th</sup> to 25<sup>th</sup> June across all Brand Factory outlets in the country.

Link to the campaign - <https://www.youtube.com/watch?v=oAT8bSKM69w>

### About Brand Factory:

Brand Factory gives Indian consumers the promise of revolutionizing value shopping by offering the best Indian and International brands at Smart Prices. Brand Factory promises its customers, discount shopping at an undiscounted experience. The emphasis at Brand Factory is to offer customers the widest range of brands and categories possible at absolutely great prices in an ambience that befits the brand.

### **About Future Lifestyle Fashions Ltd (FLFL)**

FLFL listed on NSE and BSE, is India's leading integrated fashion house. FLF has world class retail formats like Central and Brand factory along with a strong portfolio of brands such as Lee Cooper, John Miller, Indigo Nation, Scullers and Jealous 21 etc. For the 9months period ended Dec 31, 2016, FLF achieved a revenue of Rs. 2890 crs, with a strong growth of over 18% in 9MFY17 (primarily driven by robust same store sales growth). During this period, FLF achieved an operating margin of 9.3% resulting into net profit of Rs. 27 crs. FLF operates over 5.5 Million square feet of retail space which is the largest in the country. FLF has also made investments in various fashion companies which complement its existing offerings.

Future Group is the pioneer in the Indian retail sector and focuses on developing and operating modern retail networks, consumer goods brands and logistics networks for the consumption sector in India.

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