

This Onam, Parachute Advansed Gold salutes the selfless dedication of nurses through its #ThankYouNurses campaign

Watch the Parachute Advansed Gold's #ThankYouNurses film here: <https://youtu.be/772UldbHQjs>

Mumbai, August 24, 2020: Marico Limited's hair nourishment brand, Parachute Advansed Gold, has launched a heartening digital campaign, this Onam, honouring the unparalleled spirit of nurses across the country. The #ThankYouNurses campaign, led by a digital film, salutes the brave warriors and provides a platform for all Indians celebrating Onam to come forward and express their gratitude for the nurses through their *Pookalams*, a popular floor decoration with flowers which is an integral part of Onam celebrations.

As we continue to combat the COVID-19 outbreak, our nurses have selflessly devoted their time to serve the nation. It is due their commitment that countless COVID-19 patients have returned home to their families for Onam. Thus, Parachute Advansed Gold has introduced its #ThankYouNurses campaign with an aim to bring the joy and happiness of Onam to these nurturers. It calls upon every individual to proudly dedicate their *Pookalam* to these heroes and their valiant efforts by designing it with thank you motif.

Conceptualised by VMLY&R, the #ThankYouNurses campaign kick starts with an endearing digital film, which shows a juxtaposition between the COVID-19 survivors getting ready in their finest attire ahead of the Onam celebrations as well as nurses in their PPEs (Personal Protective Equipments) preparing for another day of serving and saving lives. It goes on to show various bright and colourful *Pookalams*, all designed in a motif of two hands joined which symbolizes "thank you" – an expression of gratitude to the nurses for their dedication towards helping India fight against the coronavirus – thereby urging the audiences to do the same and join the brand in this salutation.

Talking about this distinctive campaign, **Koshy George, Chief Marketing Officer, Marico Limited** said, "*As India continues its fight against the pandemic, we wanted to honour the nurturing spirit and tireless efforts of the nurses who have ensured millions of COVID survivors are with their families this festive season. Parachute Advansed Gold stands for care and nurturance and has a deeper connect with the consumer larger than just hair. With this heartwarming ode, Parachute Advansed Gold aims to not only salute them, but also encourages every individual to remember them and dedicate their pookalams to the unparalleled spirit of these warriors*"

Venkatagiri Rao, CCO VMLY&R India, said, "*As the festive season kicks off, we had to remind everyone that while we're getting busy returning to our new normal, for nurses on the frontline, nothing has changed. They continue to fight the grim fight, every single day. So, it was important to make this festival about gratitude and remembrance. And who better to channel that gratitude for us than COVID survivors. We*



made real survivors the voices of Parachute Advansed Gold's #ThankYouNurses film. Hopefully, the world will follow their lead. And most importantly, never forget what they owe the brave nurses."

Credits:

Agency: VMLY&R India

CEO: Anil Nair

CCO: Venkatagiri Rao

ECD: Kevin Lobo

Creative Team: Mahesh Ambaliya, Sunil Shinde, Harish Jadhav, Shivali Sharma, Ashwini Bhavsar, Vaidehi Mewawalla, Maryann Rodrigues

Business Director: Alpa Dedhia

Group Head Client Solutions: Khadija Attarwala

Client Solutions Executive: Sejal Choudhary

Agency Producer: Saurabh Pal

Production House: thisisthat

Director: Shihab Karim

Executive Producer: Thomas Koshy

Director of Photography 1: Aslam K Purayil

Director of Photography 2: Georgy Joseph

Offline: Kiran Thomas

Online: Ink&Water

Music Company: The Escape Medium Band

About Marico Limited

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading consumer products companies, in the global beauty and wellness space. During 2019-20, Marico recorded a turnover of about INR 73.1 billion (USD 1.03 billion) through its products sold in India and chosen markets in Asia and Africa.

Marico touches the lives of 1 out of every 3 Indians, through its portfolio of brands such as Parachute, Parachute Advansed, Saffola, Saffola FITTIFY Gourmet, Coco Soul, Hair & Care, Nihar Naturals, Livon, Set Wet, Set Wet Studio X, Veggie Clean, Kaya Youth, Travel Protect, House Protect, Mediker, Revive and Beardo. The international consumer products portfolio contributes to about 23% of the Group's revenue, with brands like Parachute, Parachute Advansed, Mediker SafeLife, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Sedure, Thuan Phat and Isoplus.