

Marico organises Bio-Oil Pregathon as part of #BigLittleSteps campaign

Partnering with Bollywood mothers - Neha Dhupia and Mira Rajput, the brand aims to inspire moms-to-be to stay fit and, focus on self-care and self-love

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In line with Bio-Oil's quest to make every motherhood journey a smooth and comfortable one, the brand launched its #BigLittleSteps campaign with a 1km Pregathon. Partnering with Bollywood's beloved mothers - Neha Dhupia and Mira Rajput - through this campaign, the brand aims to inspire moms-to-be to stay fit and help them focus on self-care and self-love.

Pregnancy is one of the most special and beautiful phases in a woman's life and they instinctively put their child's wellbeing before their own resulting in self-love taking a backseat. Recognising this, Bio-Oil has organised a 1km Pregathon with an intent to inspire to-be-mothers to take #BigLittleSteps towards motherhood by understanding the importance of self-care and staying fit throughout the pregnancy. It also encourages them to emphasize on the measures they can take to not only deal with their day-to-day concerns but also embrace this important stage in life with unflinching resolve.

The event, held on February 23rd, witnessed 375 to-be-mothers participate in the Pregathon setting a record in the India Book of Records for 'maximum pregnant women walking together for fitness'.

This was followed by a collective baby shower for all which included foot massages, a wholesome brunch spread, and a lucky draw for 3 mothers who won a pre-natal photoshoot. Women often look to other mothers or mothers-to-be to seek support and solutions as they feel akin to someone that can share their experience. Therefore, the brand also had a quick tête-à-tête with Neha Dhupia and Mira Rajput, whereby they exchanged their experiences and asked questions related to motherhood.

Speaking about the campaign, Suchit Bansal, Business Head, Premium & Digital Personal Care Business, Marico Limited says, "Bio-Oil has always partnered with and celebrated women in their journey towards motherhood, be it through our products or ideas. Pregathon is one such campaign where we are urging them to celebrate this beautiful phase of their lives, and stretch the imagination of what's possible. Through a 1km symbolic walk, Bio-Oil is encouraging the expecting mothers to stretch their limits, and unstretch their marks! Our association with Neha Dhupia and Mira Rajput is keeping in mind that participating mothers-to-be can resonate with them and would love to hear their experience first-hand."