**Rupa Torrido launches new campaign, ‘Sardiyon Mein Only Torrido’.**

**Kolkata November, 2015:** As the cold fingers of winter have started gripping the nation, the new TVC of Rupa Torrido encourages Indians to choose Torrido Premium to stay warm and comfortable.

It shows that a mischievous Polar Bear whose touch turns everyone into blocks of ice, except those who are wearing Torrido Premium Thermals. A metaphor for the wintery cold that often numbs and freezes us. The TVC also has a hummable and catchy jingle which goes as “Polar Bear, Polar Bear, looks so nice. Touch karte hi everyone ice.”

Torrido is a premium range of thermals from the House of Rupa. The TVC aptly captures the brand proposition and highlights the USP of the product.

The campaign has been launched on multiple platforms, including TV, print, outdoor and online, to reach out to consumers across the nation. Thus adding more saliency to the product and the brand as well.

The TVC can be viewed at <https://www.youtube.com/watch?v=Rcd0k2Sb8PQ>

**About Rupa & Co. Ltd.:**

Rupa & Co. Ltd. is one the largest knitwear brands in India engaged in the manufacturing, branding and marketing of innerwear and casual wear for men and women. The Company was established in 1968 as Binod Hosiery, and today it is one of the leading players in Indian Knitwear Industry and holds the ‘Limca Book of Records’ for being the largest innerwear & casualwear manufacturing company in India for the period 2014-15.

Among the prominent awards won by the Company are Worldwide Achievers Business Leadership Award (2013-14), Time Research Business Leadership Awards for Branch Excellence in Innerwear (2013), and Global awards for Brand Excellence by World Brand Congress during the year 2010.

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