~ Rupa Torrido launches new campaign, “Sardiyon Me Only Torrido” ~

**Kolkata November 9, 2015:** Rupa Torrido has come up with a new TVC “Sardiyon me only Torrido” encouraging consumers to choose Torrido Premium Thermals to stay warm and comfortable during winters. The TVC starts with the jingle, “Polar Bear, Polar Bear, looks so nice. Touch karte hi everyone ice.” featuring a Polar Bear, who touches and converts everyone into ice, except the ones wearing Torrido Premium Thermals.

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

The campaign was launched on multiple platforms, including TV, print, outdoor and online, in order to ensure that the ad reaches out to the maximum number of consumers and propel to new heights.

Commenting on the launch of the campaign, Mr Ramesh Agarwal, Director, Rupa and Company Limited, said:

“Rupa Torrido is a popular brand offering a premium range of thermal wear men, women and kids. The campaign has been crafted wonderfully adequately capturing the brand ethos and serving the sensibilities of all age groups alike.

The ad is playing on multiple platforms and we aim to reach out to a large clientele through this ad.”

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

**Credits:**

**Creative Agency:** Scarecrow Communications Ltd.

**Production House:** Thumbnail Pictures

**Director:** Mr. Sudip Bandopadhyay

**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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