# For Press Release:

Rupa Frontline launches a new TVC with brand ambassador Ranveer Singh to kick start the marketing campaign for FY 2022-23.

The ad will be shown across leading TV channels, digital platforms and multiplexes.



Commenting on the new television commercial for Rupa Frontline, Mr. Mukesh Agarwal, Director Rupa and Company Limited, says “We have consciously moved away from the traditional ‘boy-impresses-girl-and-takes-her-away’ kind of storyline with this TVC in order to be more relevant to today’s youth, who are our real target audience. Challenges are part and parcel of life. Rupa Frontline celebrates the human ability to smartly overcome these challenges without being too predictable or clichéd. Our customers have loved Rupa Frontline over the years and this is one of our ways to acknowledge their faith and trust in the brand.”