



## PEPPERFRY LAUNCHES A REPUBLIC DAY CAMPAIGN

Pepperfry.com India's No.1 Furniture & Home Products marketplace has launched a new Republic Day marketing campaign. For the last 5 years Pepperfry has played the role of a catalyst bringing more than 10000 small and medium furniture manufacturers online and connecting them with 4 million plus Pepperfry consumers. Pepperfry is celebrating Indian craftsmanship on the national occasion by extending the revelry to consumers via the Big Republic Day Sale.

Since inception Pepperfry has built a truly Indian marketplace connecting traditional décor and furniture items to consumers across the country. Pepperfry works directly with local manufacturers and skilled craftsmen it has put in place wide logistics network spread across 500 plus cities and towns to get these delivered to consumers' doorstep. This has enabled Pepperfry to offer great value and the largest variety supported by best in class customer service levels. The Big Republic Day sale is a manifestation of Pepperfry's value promise to its consumers. Pepperfry is encouraging consumers who are also connoisseurs' of Indian craftsmanship to continue and endorse it by availing the exciting discounts on the Pepperfry Big Republic Day Sale.

This campaign comprises one creative execution across a bouquet of Entertainment, Movies, English Infotainment, and Lifestyle channels and select Hindi GEC HD channels/properties and regional channels. In addition to TV, the sale message is also being promoted across digital and social platforms like Google, YouTube, Facebook.

The film has been conceptualized by Law and Kenneth Saatchi and Saatchi to reflect how Pepperfry is unifying the country through Pepperfry merchandize, which is sourced directly from craftsmen from different parts of the country and making it accessible to Indian consumers in any part of the country. The film effectively conveys the joy experienced by the craftsman, who painstakingly creates the design and the end consumer. Additionally, the film also conveys the Republic Day sale message exhorting consumers to celebrate the joy experienced by them by availing the exciting discounts on Pepperfry.

### IN BRIEF

#### CREATIVE EXECUTIONS

1 Films – 1 of 15s and 2 of 20s

#### CREATIVE AGENCY

Law & Kenneth Saatchi & Saatchi

#### DIRECTOR

Amit Singh

#### PRODUCTION HOUSE

Spotlights

Debarjyo Nandi, Sr. Vice President, Law & Kenneth Saatchi & Saatchi, "Pepperfry sources furniture from one part of the country and makes them accessible to customers in another part of the country, makes for a great story for a Republic Day message. But we didn't just want to give information, we wanted to bring alive the feeling the makers and users of Pepperfry furniture feel, which is the singular point of commonality."

Commenting on the new campaign Kashyap Vadapalli, CMO Pepperfry, said "We have been successfully bridging the supply gap in the furniture segment for the last 5 years. In this journey we have worked with 1000+ – small and micro manufacturers [carpenters, artisans, craftsmen] who we have enabled to capitalize on the Pepperfry platform and reach the booming Indian online consumer market. We are proud of the fact that we built a truly national marketplace our current campaign brings that to the fore."

He further added, "The campaign has been conceptualized keeping the occasion of Republic day in mind. It will help us capitalize on the occasion which is slowly becoming an important retail shopping event. We want consumers to benefit by taking advantage of the Republic

Day sale on the Pepperfry platforms."

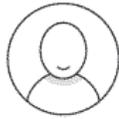
TVC Link

<https://www.youtube.com/watch?v=aEB0zQzxG7Y>

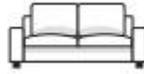
## PEPPERFRY.COM FAST FACTS



A Furniture and Home item is sold on Pepperfry every 25 seconds



10,000+ Merchants have sold products on Pepperfry till date



Rs.18,000 is the Average Size of a Furniture Order on Pepperfry



Pepperfry's logistics fleet travels 10,000 km daily to deliver Furniture. That's the same as 5 trips to the moon and back in a year!



30,000 Trees have been planted by Pepperfry through its partnership with the Grow Trees Foundation

### ABOUT PEPPERFRY.COM

Pepperfry is India's leading Furniture and Home products marketplace, offering customers an unparalleled selection of amazingly priced Home products and a consistently great shopping experience. The Pepperfry managed marketplace helps thousands of entrepreneurs and merchants sell to millions of discerning customers across India and the world.