



## PEPPERFRY CELEBRATES SUPERMOM'S LAUNCHES A CONTENT MARKETING CAMPAIGN FOR MOTHERS DAY

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Pepperfry.com - India's No.1 Furniture & Home Products marketplace, has launched a new content marketing campaign to celebrate Mother's Day. Through campaign Pepperfry wants to pay a special ode to the forever humble matriarchs who make our house the nest we love.

What better way to show we care than capturing the little things they do which has become something we fondly think of? Pepperfry's Mother's Day campaign aims to capture the little nuances of mothers that children experience and fondly reminisce about, in the years to come through an aww-inducing video.

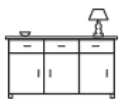
The pre-buzz for the campaign has already commenced with cute teasers on all Pepperfry social media handles to generate curiosity among consumers. The video which will be released tonight is a montage of Pepperfry employee kids sharing snippets about the small gestures associated with their moms. Whether it's being the favorite parent, relishing the Pav Bhaji she cooks or even playing games in the evening that has now become one of their cherished moments. The clip ends with the children wishing their mothers and expressing their love.

Talking about this campaign Mihir Kulkarni, Head, Brand and Retention Marketing, Pepperfry said, "For children, home is about a plethora of memories and moments they share with their mothers. And kids, though naïve, are very perceptive and revel in these experiences. Therefore, through this video, we have captured the special bond Pepperfry employee kids share with their mother's."

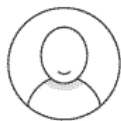
He added, "In a small but effective way we wish to celebrate motherhood and acknowledge the superhero of every home. We believe that mothers are the harbingers to all our dreams and this campaign is a way to express how much we treasure and cherish them."

Pepperfry has tied up with few mommy bloggers to amplify the campaign. Pepperfry plans to reach out to 1 million audience base.

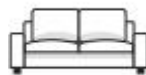
### PEPPERFRY.COM FAST FACTS



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.