

Press Note:

## Godrej No.1 & 9X Tashan launch the video on Punjab Di Beauty No. 1

A crowd sourced song that celebrates the beauty of Punjab

**Chandigarh, April 4, 2017:** India's leading soap brand Godrej No. 1 & Punjab's favourite music channel 9X Tashan unveiled the video of Punjab Di Beauty No. 1, a crowd sourced song culminated out of 1.15 lakh+ responses received for Punjab Di Beauty No. 1, a state wide consumer engaging campaign initiated by the soap brand and the channel. Renowned singers Ninja, Ranjit Bawa, Kaur B & Kulwinder Billa have lent their voices to this melodious tribute to Punjab. The video was launched today by Ms. Somasree Bose Awasthi, Head – Marketing, GCPL, Mr. Baljinder Mahant, Cluster Head Programming, 9X Tashan & 9XM and by talented singer Ninja.

On the occasion of the launch, a casual conversation between the spokespersons shared interesting details like insights of the campaign, behind the scenes at Tashan Da Peg Show and making of the video. The conversation concluded with the video launch but also marked the beginning of the surprise element of a flash mob that had the spokespersons, singer Ninja and B Jay Randhawa put their best dancing foot forward.

**Ms. Somasree Bose Awasthi, Head – Marketing, Godrej Consumer Products Ltd** shared, “Godrej No. 1 is the market leader in Punjab and has enjoyed the leadership position over years now. The soap brand, known for its natural ingredients based soaps that consumer trust for enhancing their beauty acknowledges this position with grace and always endeavours in engaging with the consumers through online and offline brand initiatives. The campaign received an overwhelming response of 1.15 lakh+ entries across India. Though the contest was state wide we received nationwide participation through our digital brand platforms so the success speaks for itself. Association with 9X Tashan added to the aura of the campaign and enabled us to reach the new age and traditionally inclined audience.”

Punjab Di Beauty No. 1 Campaign for Godrej No. 1 is part of 9X Media's Audience Brand Connect (ABC) Division which helps Brand create intellectual properties and narrate their brand stories beyond the 30-second ad format.

Commenting on the association, **Mr. Baljinder Mahant, Cluster Head Programming, 9X Tashan & 9XM** said “We are delighted to partner with Godrej No. 1 and present our viewers with Punjab Di Beauty No. 1 contest. It is an honour to associate with an iconic brand like Godrej No. 1 and also with this unique hunt to find Punjab Di Beauty No. 1. We would like to express our gratitude towards our viewers for their overwhelming response to the contest. We are confident that Punjab Di Beauty No. 1 music video will resonate well with our viewers and consumers of Godrej No. 1.”

Singer **Ninja** shared his views on his association with Punjab Di Beauty No. 1, “The association gave me an opportunity to voice my thoughts on the beauty of my birthplace. As singers we get to express several emotions but this is the first time that I have vocalized my praises for Punjab which have been captured so beautifully in the song. I extend my

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gratitude to Godrej No. 1 and 9X Tashan that will help this tribute to Punjab reach nationwide through their digital platforms.”

**About Punjab Di Beauty No. 1:**

‘Punjab Di Beauty No 1’ was a state wide consumer engaging crowd sourcing campaign that celebrated the beauty of the gorgeous state of Punjab. The campaign urged people to pen down single liner thoughts on Food, Music & Dance, Beauty of People and Nature which according to them highlighted the beauty of Punjab. People participated through SMS, Whatsapp, telephone call entries and through engaging posts on the Facebook Page of Godrej No. 1. Five winners with innovative entries were gratified on or through Tashan Da Peg show. The contest received a tremendous response of 1.15 lakh entries. The campaign which was initially designed for the state of Punjab received a nationwide participation and obviously was a nationwide super hit.

To add to the uniqueness of this initiative, 4 famous singers from Punjab, have come together to create a song out of the crowd-sourced responses, which have been converted to hummable lyrics. This is a first-time ever initiative taken by the brand Godrej no 1 and possibly, first time that a crowd sourced lyrics song is done in Punjabi language.

Video & Audio Credits of Punjab Di Beauty No. 1:

Singers: Ninja, Ranjit Bawa, Kaur B & Kulwinder Billa

Lyrics: Kulshan & Manjinder Brar & People who love Punjab ☺

Music Director: The Boss

Video Director: Baljinder S Mahant

**‘Punjab Di Beauty No. 1’**