

# Parryware urges individuals to bring in positive change this Diwali

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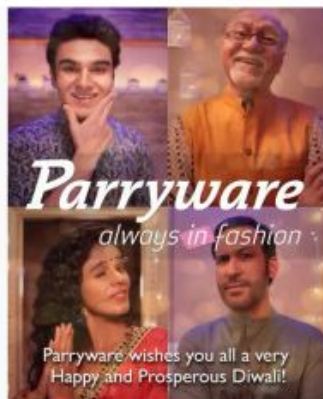
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Diwali is one festival that brings whole family together. It's an occasion to dress up, celebrate, and indulge in everything one desires. Being one of most awaited and celebrated festival of India, **Parryware**, India's contemporary bathroom solutions brand released a digital film showcasing people bringing one positive change in their

life to celebrate this Diwali in a unique way. The film is followed by a digital contest.

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As part of the initiative, Parryware will be running a digital film on **its** Facebook and Instagram platform; seeking individuals to wash away everyday blues and share one change that they wish to drive this Diwali and tag their friends to be part of the initiative. Parryware being a brand that's 'Always in Fashion' believes in celebrating every occasion in a unique & memorable way. With this contest the brand aims to engage with customers with high aspiration values, thereby adding more smiles and happiness in everyone's life.

Starting 24th October 2019, the engagement activity on social platforms are live and will continue until 30th October 2019, with a promise to bring more positivity in lives of people.

Let us promise to make this Diwali happier and prosperous everyone around and involve in a movement, associate with purpose or make a promise to work toward being more positive.

On this occasion, **MD, K.E. Ranganathan of Roca Bathroom Products Private Limited** wishes all its stakeholders and customers a very Happy & Prosperous Diwali and urges to bring a positive change in their life.