

Brand comm Parryware's #EverySeatCounts campaign urges Indians to exercise their right to vote

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New Delhi: Parryware bathroom brand launches #EverySeatCounts. The campaign emphasizes on the importance of voting and urges Indians to exercise their right to vote in the upcoming general election 2019.

India being the world's largest democracy with more than 90 crores registered voters across 543 constituencies (seats) can vote in the upcoming general elections. Despite the large number of voters, multiple reports imperially highlighted individuals not exercising their most crucial fundamental right. Basis past published reports, only 66 percent of the registered voters casted their vote during the 2014 LokSabh elections. Parryware's election campaign focuses on motivating the citizens of India to judiciouslycast their vote in the upcoming elections and choose leaders who would represent their interests and flush out issues faced by many.

The brand urges voters to select the right candidate for the seat who will flush out the evils of the society such as corruption, gender inequality, poverty, illiteracy, pollution, terrorism and work towards cleaner environment because each voter's choice today will determine their tomorrow.

Commenting on the brand's initiative, Mayuri Saikia, Marketing Head, Roca Bathroom Products Pvt Ltd. said, "Today Parryware is one of the most trusted brands in the country and has played a vital role in transforming bathroom space for the past six decades. As a trusted and responsible brand, we believe in sensitizing individuals about issues and topics that are pertinent of our times and #EverySeatCounts is one such initiative through which we are urging voters to vote for issues that are crucial to them.

This general election will witness more than 8 crore young first time voters and Parryware intends to inspire them to make an informed choice while exercising this fundamental right. We will be interacting with the individuals across platforms such as electronic and social media throughout the election season."

#EverySeatCounts initiative is focused towards deepening the public awareness around casting vote pan India via social and electronic mediums. Parryware will run multiple contests and posts around the key issue across its social media platform for optimum engagement capturing voices for the desired change. Starting 1st April 2019, the campaign will continue till 22nd May 2019, with a heavy focus on selected regions during polling days triggering 'voting' as the most crucial call to action.

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