

## SCRIPT – WELSPUN

30 patents  
20,000 employees  
360 degree capability

Yahi sab milkar banati hain Welspun ko desh ka leading Home Textile manufacturer. Bedsheets aur towels ke sabse bade exporter banate hain har chhote bade ghar ko comfortable aur sunder.

Kya apko pata hai 25,000 crore badi category mein branded products ki sale hai kewal 5%! Ye ek bahut badi opportunity hai desh ki No. 1 brand banane ke liye. Aur hum ye position haasil karne ke liye poori tarah hain tayyar.

Hamara mission hai – ‘Har Ghar Welspun’. Aur isko achieve karne ke liye hamare saath hain desh ke No. 1 superstar Amitabh Bachchan aur hamari wide range of innovative products

Is mission ke do main pillars hain – Maximum Distribution to achieve Maximum Visibility. To achieve this, hum ne launch year mein bahut se investement kiye jaise –

- Kumbh Mela (Limca Book of Records)
- April-May 2019 mein TV campaign during elections aur
- Launch campaign jisne pahunchaya hamari brand ko 20 crore logo tak

Aur is saal hone wala hai dhamaka jab hum launch karenge India’s biggest TV campaign with none other than Amitabh Bachchan! This campaign will reach more than 15crore customers in the coming months and help make Welspun the No. 1 brand in Retail Visibility and Distribution.

‘Har Ghar Welspun’