

THANK YOU FOR JOINING OUR CELEBRATION OF

Diwali

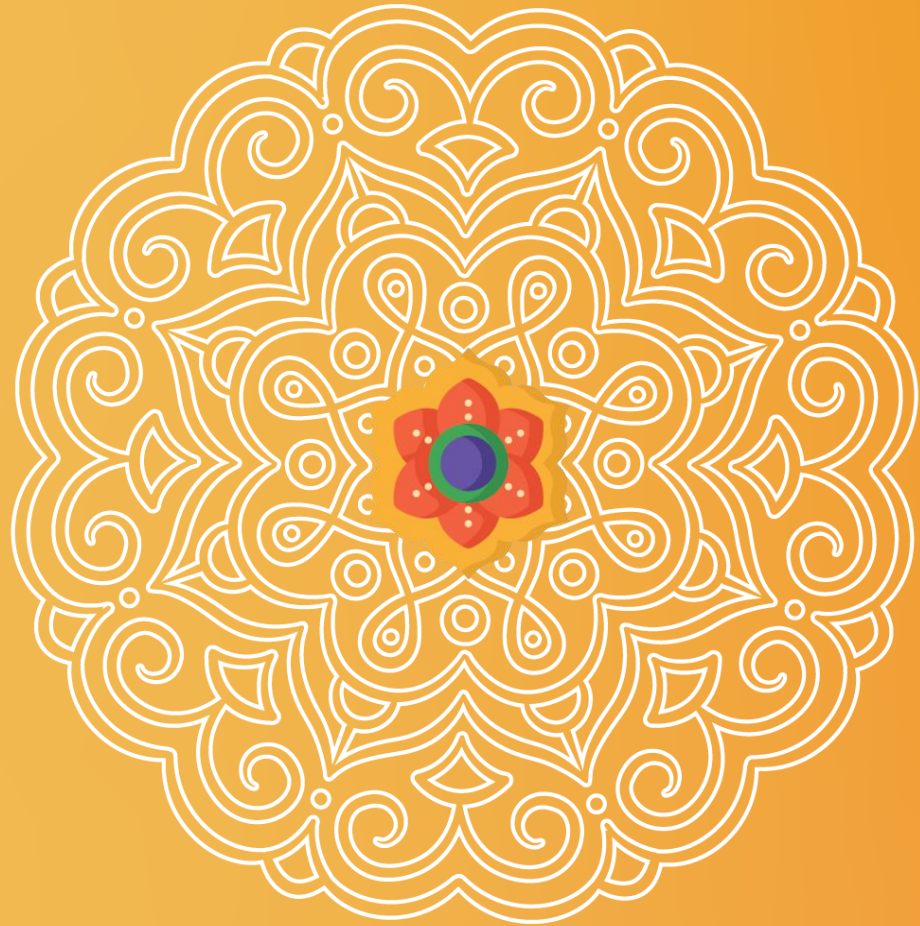
THE FESTIVAL OF LIGHTS

November 14, 2023

WPP |  BAV

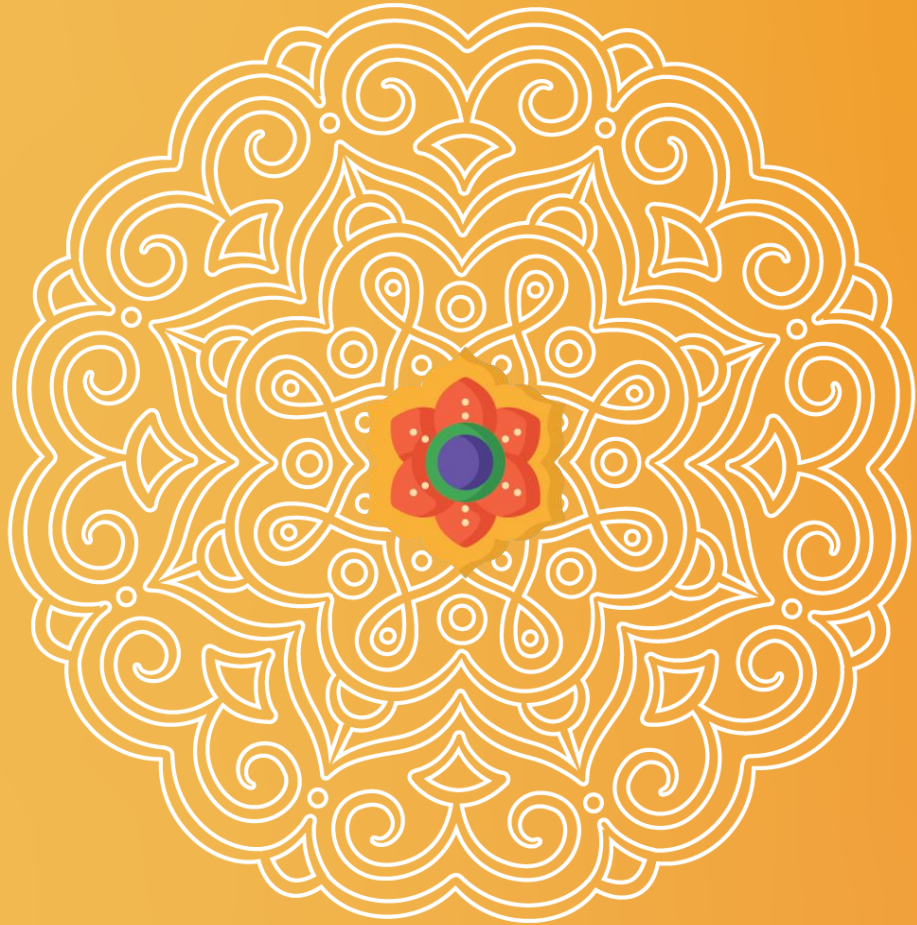
This year's Diwali - November 12th, 2023





DIWALI

A row (avali) of lighted lamps (deepa)



WHAT IS

DIWALI

THE FESTIVAL OF LIGHTS

Let's discuss

**More than
1 Billion people
celebrate
around the
world**

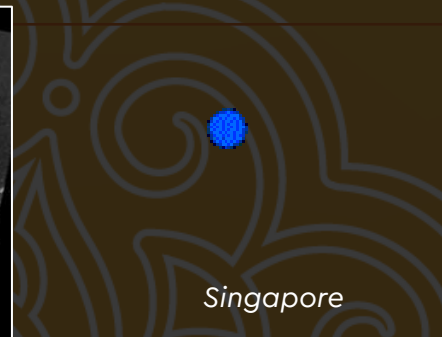




Guyana, South America



India
Satellite image on Diwali, NASA, 2013



Singapore



Nairobi, Kenya



London, UK



Sydney, Australia



Bali, Indonesia



New York City, USA

Consumption is top of mind



HEROISM

(light over darkness)

Family
&
Festivities

HUMILITY

(community & giving)

HOPE

(new beginnings)





HEROISM

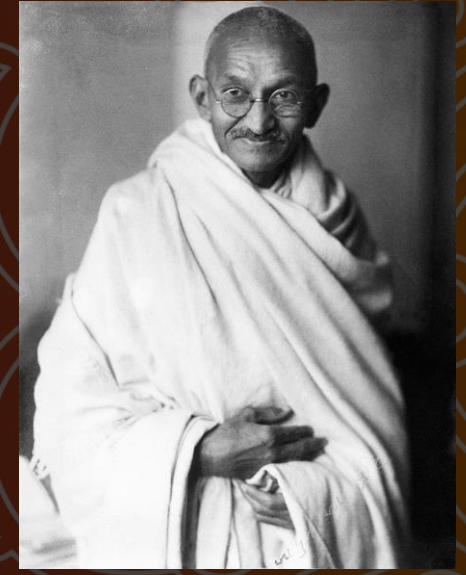
Heroism is ingrained in our culture



"King of Bollywood"



"God of Cricket"



"Father of the Nation"

“Heroism” in culture



LAKMÉ



Bank of India



Nestlé



+ every automobile brand

“Everyday Hero”

Amul

**Held a 97.5% (or higher)
position on **Total Brand Equity**
for the last 30 years**



HUMILITY

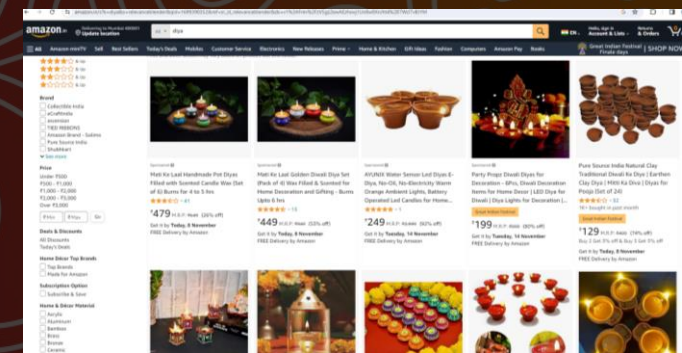
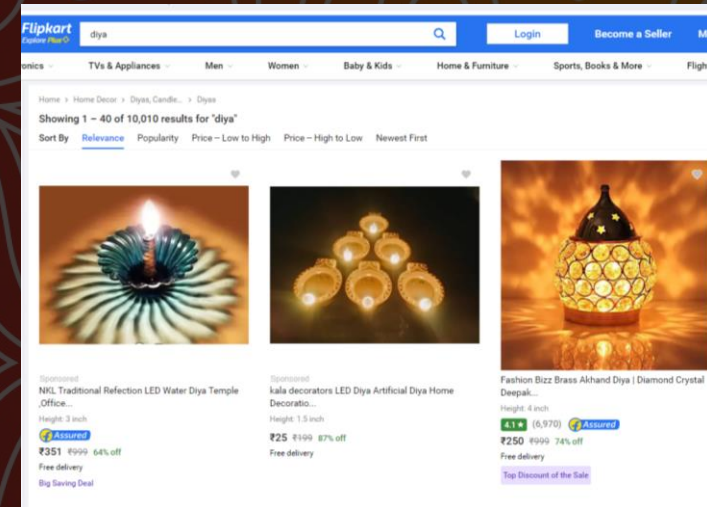
Gifting, sharing, and giving back are ritual practices



"To Eat"



"To Wear"



"To Decorate"

"Humility" in culture





Cadbury

Top 12% most
Socially Responsible
against 2000+
brands in India



HOPE

It's the season for new beginnings, the chance for a fresh start

≡ **BUSINESS INSIDER**
INDIA

The ultimate Diwali tech gifting guide

How to get that perfect Diwali glow

TIMESOFINDIA.COM / Oct 21, 2021, 08:00 IST

ETPrime

Premium models drive car, TV, smartphone sales in Diwali season

Large Appliances, Tech, Auto, Beauty etc.

“Hope” in culture



INDIGO
Be surprised!



Hinge



L'ORÉAL





31% higher perceptions of
being ***Intelligent***

15% higher perceptions of
Progressiveness

...versus the Computer/Electronics category

Happy Diwali

