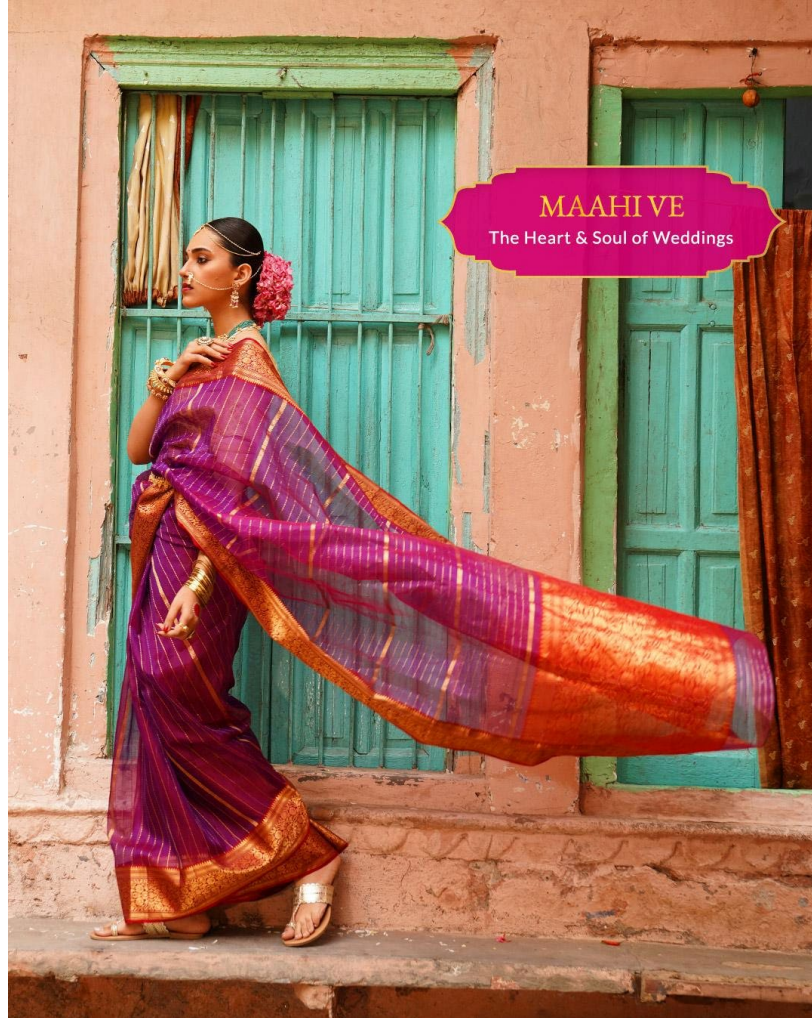


**Jaypore Unveils Latest Campaign ‘Maahi Ve: The Heart & Soul of Wedding’ – A Celebration of Tradition, Love, and Joy**



*A curated collection of handcrafted treasures, featuring timeless ensembles, heirloom jewels, and more to adorn every wedding celebration*

**Delhi, December 9, 2024:** Jaypore, Aditya Birla Fashion and Retail Ltd.'s celebrated artisanal lifestyle brand, unveils its latest wedding campaign, ‘*Maahi Ve: The Heart & Soul of Wedding*’. This meticulously curated campaign embodies the essence of India’s rich cultural heritage, weaving together timeless craftsmanship, heirloom treasures, and heartfelt emotions to create unforgettable moments for every wedding celebration.

Rooted in the philosophy of celebrating India’s artisanal heritage, the campaign invites couples and their families to immerse themselves in the joy, love, and tradition that define Indian weddings. From engagement soirées and haldi ceremonies to grand sangeets and the wedding

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day itself, Jaypore presents a thoughtfully curated collection that adds grace and grandeur to every ritual.

The campaign is beautifully encapsulated in a heartwarming film that captures the essence of love, togetherness, and joy—a visual ode to the cherished moments that make weddings so special. This digital-first campaign leverages the power of social media and online storytelling to inspire modern audiences with its compelling narrative. Through visually engaging content, collaborations with creators, and targeted online activations, the campaign amplifies its reach while staying rooted in the authenticity of its craft.



**Radhika Chhabra, Creative Head, Jaypore,** shares her vision behind the campaign, *“At Jaypore, we’ve reimagined occasion wear for the wedding season and thoughtful gifts for modern couples to celebrate not just the bride and groom but the coming together of families, cultures, and traditions. ‘Maahi Ve’ is a tribute to the vibrant spirit of Indian weddings, where every role and moment is a story waiting to be told. Each piece in this collection reflects our unwavering*

*commitment to India's craft heritage, offering something truly special for those who value artistry and authenticity."*

At the heart of 'Maahi Ve' lies a diverse repertoire of handcrafted treasures, including:

- **Heritage Attire:** Elegant Banarasi sarees, intricately hand embroidered kurtas, and regal silhouettes crafted to perfection by master artisans.
- **Exquisite Jewellery:** Heirloom-worthy Polki, Jadau, and Kundan pieces in silver & gemstones, designed to adorn every bride and complement the beauty of wedding traditions.
- **Artisanal Home Décor:** Handcrafted accents that bring warmth and vibrancy to every festive celebration.

Celebrating India's unparalleled artistry, the collection highlights intricate craft techniques such as Gota Patti, Zari, Banarasi and handwoven textiles, offering a blend of contemporary style and age-old traditions.



Jaypore's 'Maahi Ve' campaign redefines wedding shopping by curating an experience that connects with the heart, making every bride, groom, and family member feel celebrated.

Link to the campaign: <https://www.instagram.com/p/DC1PfXYza4B/>

The Maahi Ve collection is priced between INR 2,000 and INR 5 lakhs. Explore the collection at Jaypore stores nationwide or online at [www.jaypore.com](http://www.jaypore.com)

## **About Jaypore**

Jaypore is one of India's leading destination brands for all things Craft and Artisanal across exquisite apparel, jewellery, and home products. India has a rich heritage of handmade crafts and traditional products. Jaypore as a brand is committed to designing, sourcing, and retailing authentic Indian products suited for a modern lifestyle. The brand hosts more than 30 crafts and curates them on its beautiful website [www.jaypore.com](http://www.jaypore.com) along with 27 stores pan India.

In a very short time, Jaypore has become a well-respected brand in the artisan community for not only hosting authentic crafts but also taking them to a larger audience.

Apart from its own brand, Jaypore aggregates other artisan-based brands on its portal. Jaypore ships worldwide and has a global audience. At the heart of everything Jaypore does is the commitment to offering authentic products that elevate everyday life.

## **About Aditya Birla Fashion and Retail Limited**

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 13,996 Cr. spanning retail space of 11.9 million sq. ft. (as on March 31, 2024), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 4,664 stores across approximately 37,205 multi-brand outlets with 9,563 point of sales in department stores across India (as on 31st March 2024).

It has a repertoire of India's largest brands in **Louis Philippe, Van Heusen, Allen Solly** and **Peter England**, established over 25 years. **Pantaloons** is one of India's leading fashion retailers.

Company's international Brands portfolio includes - **The Collective**, Amongst India's largest multi-brand retailers of international brands and has long term exclusive partnerships with select brands such as **Ralph Lauren, Hackett London, Ted Baker, Fred Perry, Forever 21, American Eagle, Reebok, Simon Carter and Galeries Lafayette**.

The Company's foray into branded ethnic wear business includes brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture **TMRW**. **TMRW** is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market.

The Company in Sept 2023 completed the acquisition of 51% stake in TCNS Clothing Co. Ltd. TCNS is India's leading women's branded ethnic apparel company that designs, markets and retails portfolio of women's branded apparel across brands W, Aurelia, Wishful, Elleven & Folksong.

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