

Brand Factory celebrates Independence Day with India's biggest greeting card

Uses Facebook, Twitter and Instagram to create e-greetings

Brand Factory, India's leading fashion discount chain, is planning to celebrate India's 69th birthday in a big way. The retail format, a part of Future Lifestyle Fashion's Limited, will create the biggest greeting card with wishes for India.

As part of its Independence Day campaign, Brand Factory has planned several exciting activities. The Independence Day greeting card will be an online version and have positive messages shared by people across the country. The retail format will also host a picture contest on Instagram #69ShadesofIndia. This contest will ask people to share their version of a shade of India in the form of a picture. The pictures can be about the culture of India, a good deed, its architecture, nature etc. A caption also needs to be shared in support of the same. 69 of such pictures will be featured in an album called the 69 shades of India. The twitter handle @BrandFactoryIND will also send out the invitation to be a part of the big celebration.

Brand Factory has also planned several other activities such as a trivia on Independence Day. Several in-store promotional activities will also take place. Various fun customer engagement activities like photo booth and spin the wheel has also been planned.

Brand Factory will host the celebration simultaneously on both Facebook, Instagram and Twitter. Customers can sign on the birthday card digitally

About Brand Factory:

Brand Factory gives Indian consumers the promise of revolutionizing value shopping by offering the best Indian and International brands at Smart Prices. Brand Factory promises its customers, discount shopping at an undiscounted experience. The emphasis at Brand Factory is to



offer customers the widest range of brands and categories possible at absolutely great prices in an ambience that befits the brand.

For more information on Brand Factory, you can visit:

Website -<http://brandfactoryonline.com/>

Facebook -<https://www.facebook.com/brandfactoryofficial/>

Twitter -<https://twitter.com/BrandFactoryIND>

Instagram -<https://www.instagram.com/brandfactoryind/>

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