

## **Shapoorji Pallonji launches ‘Let Your Kids Stumble Fumble & Grow’ campaign for its new Joyville project**

*~ The campaign highlights the need for today’s children to discover themselves first-hand and explore their true potential ~*

**Mumbai, October 19, 2020:** Shapoorji Pallonji Group, one of India’s most trusted real estate brands, announced the launch of the maiden campaign for its newly launched residential project Joyville Hadapsar Annexe in East Pune. The campaign titled **‘Let Your Kids Stumble Fumble & Grow’** aims at highlighting the need for providing the freedom to children for choosing their experiences and drawing their own conclusions. The campaign has attempted to set a new trend in parenting, so that kids can grow more intuitively, leveraging the vast canvas the project will be offering to them to explore themselves and their abilities.

The tonality of the campaign is bold, coupled with usage of strong phrases such **“Ab Chot Lagne doh”, “Ab bheegney doh”** and compelling imagery, exclusively shot for us. The campaign that has been launched recently is in ‘Hinglish’ so that it cuts across a large base in Pune.

In today’s hyper-connected digital era, ‘screen time’ is over riding ‘green time’. With lack of open green spaces to go for, children are confined to being indoors rather than venturing outdoors. The campaign portrays that it’s not a simple call to roll around in acres of greenery or indulge in the multitude of outdoor activities just for the sake of it, but rather to enlist experiences that will shape your child's instincts for all times to come. The campaign focuses on ‘80% open spaces’ (*with green zones and unique activity corners*) that the project offers for children wherein their spontaneity will find wisdom, their energies will find direction, and even the scars they gather will find a heart that is bigger than all obstacles.

Commenting on the campaign, **Parikshit Pawar, Senior Vice President and Head of Marketing, Shapoorji Pallonji Real Estate** said, “Today parents are in a race to raise the ‘perfect child’ thus often end up in over engineering their childhood or being over protective about their kids. This approach often ends up being counterproductive because children by nature are very intuitive; the more freedom we give them to explore the more individualistic and distinctive they become. Our residential project is thoughtfully designed around this insight which will compel parents to think about today’s parenting style and give their children an open arena to be themselves, make mistakes, learn and help them discover their true potential.”

The campaign comprises a medley of five brand films and various creative assets which have been rolled out on digital platforms and OOH.

**Links to the campaign videos:**

Rain - <https://youtu.be/d4fhYNPX3uo>

Puddle - <https://youtu.be/QJGCviErySY>

Cycle - <https://youtu.be/-bYogI5My6U>

Football - <https://youtu.be/ENnUhD8SwUo>

Horse - <https://youtu.be/-S9UHg5WjmE>

**About Joyville:**

Joyville is a USD 200 million platform by Shapoorji Pallonji, ADB, IFC and Actis to develop aspirational housing projects in India. It has already launched Joyville Howrah (near Kolkata), Joyville Virar (near Mumbai), Joyville Hinjawadi (near Pune), Joyville Gurugram. Joyville Hadapsar Annexe is the fifth project of this platform.

**For further information, please contact:**

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