

● 'India- 70 Not Out'

The message of freedom

On the occasion of India's 70 years of Independence, Manyavar is presenting 'India- 70 Not Out', a special message that celebrates the feeling of patriotism.

'India- 70 Not Out' stars Virat Kohli, where he enthusiastically narrates to a group of children, India's milestones over the last 70 years.

While on one hand, it is a beautiful flashback including moments such as India winning the 1983 World Cup, bagging the 'Miss Universe' and 'Miss World' titles, the enormous victory of the Kargil war and the proud recognition at the Oscar Awards, it also reminds one of the gigantic hurdles that Indians have braved like the tsunami and the Gujarat earthquake.

Virat makes his narration in a commentator's style, throwing light both



on the 70 years' journey as well as the spirit with which the country is heading towards a century.

Commenting on the initiative, Shilpi Modi, director, Manyavar said, "Our country has shown great spirit despite several ups and downs over the last 70 years."

"'India- 70 Not Out' is a celebration of this spirit and an effort to reinstill a feeling of pride in the

future generation of our country, so they can proudly represent themselves globally as Indians," she said.

Alongside this message, Manyavar has in store a special Independence Day collection to wear for this occasion along with stylish tri-coloured pocket squares, which are available on the Manyavar website (www.manyavar.com) and at select Manyavar stores.