

ITC Classmate rolls out 'Because you are one of a kind' campaign

'Because you are one of a kind' campaign encourages school children to celebrate their uniqueness and "be the first me". It is targeted at school children as well as parents and teachers to nurture & celebrate their uniqueness towards becoming successful to their own interests, talents and strengths.

Mumbai, Maharashtra, June 22, 2012 /[India PRwire](#)/ -- Classmate, India's leading Education & Stationery brand by ITC's Education & Stationery Products Business (ESPB), is rolling out its new 'Because you are one of a kind' campaign. Targeted at school children as well as parents and teachers, the new Classmate TV commercial encourages children to nurture & celebrate their uniqueness towards becoming successful to their own interests, talents and strengths.

Classmate's 'Because you are one of a kind' campaign features Classmate notebooks, pens, pencils, geometry boxes and art products, and shows children pursuing their talents in various curricular and extra-curricular scenarios. Each advertisement showcases how the brand recognizes the individuality & uniqueness of every child, encouraging them to excel in the field of their choice by 'becoming the first' instead of the being 'the next somebody'.

Says Mr. CS Das, CEO, ESPB, ITC Limited, "As a brand, Classmate believes in nurturing individual strengths of each child and helping in their holistic development. The new campaign encourages children to identify their inherent skills and interests and follow their heart's own calling. What's more, the campaign also speaks to parents and teachers and asks them to recognize, support & nurture every child's individual interests and inclinations. At the end, Classmate promises to support a child's dreams with equally unique & capable set of stationery products like notebooks, writing, drawing, art and math instruments. Classmate wants to become the one stop stationery brand for all of a child's stationery product needs."

The series of TV commercials features primary school children with varied interests who, instead of becoming a Shakespeare, a Sachin or a Picasso, vie to become the first Anahita Barua, Raj Mathur & Deven Desai. Each storyboard is punctuated with a subtle, almost pleading appeal by the child asking "instead of being the next somebody, can I please be the first me?"

Catch this initiative unfold on the exclusive ITC Classmate YouTube Channel at:

<http://www.youtube.com/user/ClassmatebyITC>

Notes to Editor

About ITC

ITC made its entry to the education and stationery business with its Paperkraft brand in the office stationery segment in 2002; and later expanded into the popular student notebook segment with its Classmate brand in 2003. By 2007, Classmate became the largest Student Notebook brand in the country. Together, Classmate and Paperkraft offer a range of products in the Education & Stationery space to the quality seeking discerning consumer, providing unrivalled value in terms of product construction & price.

ITC is the manufacturer of India's first Ozone treated environment friendly Elemental Chlorine Free (ECF) pulp, paper and paperboard. It blends its knowledge of image processing, printing and conversion garnered from Packaging & Printing Business with its brand building and trade marketing & distribution strengths resident in its FMCG business to offer superior value products to consumers.

Paperkraft Business paper and the papers used in Classmate and Paperkraft notebooks are superior in quality and environment-friendly. Other offerings available in education and Stationery range are safe and certified non-toxic.

About Windchimes Communications:

Windchimes Communications <http://windchimes.co.in>, a social media agency that helps brands create awareness

and build engagement with their consumers on social media platforms. Windchimes also helps companies monitor and manage their online reputations. Located in Mumbai, India, Windchimes has developed and executed social media strategies for brands and companies like Hindustan Unilever, GMR, ITC Hotels, Future Generali, eBay, Lavasa, SIL, Tommy Hilfiger, TVS Scooty, and Wipro Ego amongst others.

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