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Advertising · 2 Min Read

Greenlam rediscovers the joy of celebration in new Diwali film

Greenlam Industries' new Diwali film, conceptualized by Dentsu Creative Webchutney, highlights the enduring spirit of the festival. The narrative follows a young couple rediscovering Diwali's true meaning through an elderly neighbor's gesture, emphasizing hope, togetherness, and love. The campaign celebrates how generations inspire each other to keep the festival's light alive.



BE Staff · ETBrandEquity

Updated On Oct 7, 2025 at 04:00 PM IST

Highlights

- Greenlam Industries has released a new Diwali film titled 'Diwali always finds its way,' which emphasizes the festival's true meaning through the story of a young couple and their elderly neighbor.
- Parul Mittal, Director of Greenlam Industries, stated that the film aims to celebrate the essence of Diwali, highlighting its power to bring warmth, hope, and joy into our lives, regardless of circumstances.
- Surjo Dutt, Chief Creative Officer at Dentsu Creative Webchutney, noted that the film reflects a fundamental truth about modern youth and their connection to traditions, as they rediscover joy when celebrating with family and friends.



A still from the ad

[Greenlam Industries](#) has released a new [Diwali film](#) conveying the message “Diwali always finds its way. To your homes. To your hearts.”

Conceptualised by [Dentsu Creative Webchutney](#) and directed by [Kshiteej Dua](#), the narrative follows a young couple whose quiet Diwali morning is transformed when an elderly neighbor's simple gesture sparks a conversation about the festival's true meaning.

Inspired by this moment, the couple rediscovers the joy of [celebration](#), embracing laughter, connection, and tradition with renewed enthusiasm. The film emphasises that Diwali transcends rituals, focusing instead on the light of hope, the warmth of togetherness and the enduring power of love.

Through gentle storytelling, Greenlam portrays how generations inspire one another to keep the festival's spirit alive, reminding viewers that Diwali's light always finds a way to illuminate lives.

Speaking on the launch of the film, [Parul Mittal](#), director, Greenlam Industries, said, “At Greenlam, we believe that Diwali is not just a festival, but a celebration of bonds, love and shared joy. Through this film, we wanted to share a message that resonates universally that no matter the circumstances, the light of Diwali always finds its way. It has the power to bring warmth, hope and joy into our lives and that is the essence we wish to celebrate with everyone this festive season.”

Commenting on the campaign, [Surjo Dutt](#), chief creative officer at [Dentsu Creative Webchutney](#), said, “We discovered a fundamental truth about modern youth and, using Greenlam's role in their homes, transformed it into a heartwarming, feel-good story about a new-age couple celebrating the joy of their own space this Diwali.”

[Ujjwal Anand](#), managing partner, Dentsu Creative Webchutney, added, “This film is an ode to the way culture transforms with each generation. We wanted to tell a story that feels authentic to today's youth, who may resist or reinterpret traditions, yet inevitably rediscover their joy when family, friends and festivities come together. At Dentsu, we believe in crafting stories that resonate with societal truths and spark emotion—and this film is a true reflection of that.

Watch the film here:



BW MarketingWorld

New-age Diwali Campaign By Greenlam & Dentsu Celebrates Shared Joy & Family Bonds

By BW Online Bureau | Oct 17, 2025

Greenlam

Dentsu

A modern Diwali tale that celebrates bonds, shared joy, and the emotional essence of the festival across generations



DENTSU
CREATIVE
WEBCHUTNEY

Greenlam Industries, in collaboration with Dentsu Creative Webchutney, has released a new Diwali campaign titled 'Diwali Always Finds Its Way'. The film portrays the festival as more than rituals, highlighting it as an emotion that unites people across generations.

Adgully

Greenlam releases a heartwarming Diwali film: 'Diwali always finds its way'

Adgully Bureau | 1 month ago

Views: 653



Greenlam Industries, India's leading integrated substrate and surface solutions brand, has unveiled a special Diwali film to celebrate the festival of lights. With the message, **"Diwali always finds its way. To your homes. To your hearts"**, the film beautifully captures the timeless spirit of the festival, reminding us that Diwali is not confined to rituals or festivities alone, but is an emotion that touches lives in countless ways.

Conceptualized Denstu Creative Webchutney and directed by Kshiteej Dua the film beautifully encapsulates the joy, togetherness, and warmth that Diwali brings. It follows the story of a young couple whose quiet Diwali morning is transformed by a simple gesture from their elderly neighbour, sparking a heartfelt conversation about what the festival truly means. This moment inspires them to rediscover the magic of Diwali - the laughter, the chaos, the bonds, and embrace the celebration with renewed love and enthusiasm. The film gently shows how traditions and emotions are carried forward, with the older generation inspiring the younger to keep the festival's spirit alive with the same warmth and energy.

Going beyond lamps, sweets, and sparkling décor, the film focuses on what truly makes Diwali extraordinary: the light of hope, the bonds of togetherness, and the joy of giving and receiving love. With warm visuals and an uplifting story, it reinforces that the light of Diwali can never be dimmed, it will always find a way to illuminate our lives.



Speaking on the launch of the film, **Parul Mittal, Director, Greenlam Industries**, said: "At Greenlam, we believe that Diwali is not just a festival, but a celebration of bonds, love, and shared joy. Through this film, we wanted to share a message that resonates universally that no matter the circumstances, the light of Diwali always finds its way. It has the power to bring warmth, hope, and joy into our lives, and that is the essence we wish to celebrate with everyone this festive season."

Commenting on the campaign, Surjo Dutt, CCO Dentsu Creative Webchutney, said – "We discovered a fundamental truth about modern youth and, using Greenlam's role in their homes, transformed it into a heartwarming, feel-good story about a new-age couple celebrating the joy of their own space this Diwali."

Ujjwal Anand, Managing Partner, Dentsu Creative Webchutney, added – "This film is an ode to the way culture transforms with each generation. We wanted to tell a story that feels authentic to today's youth, who may resist or reinterpret traditions, yet inevitably rediscover their joy when family, friends, and festivities come together. At Dentsu, we believe in crafting stories that resonate with societal truths and spark emotion—and this film is a true reflection of that."

It is a celebration of togetherness, cultural continuity, and the simple joys that define Indian festivals. It beautifully bridges generational attitudes—acknowledging that while traditions evolve, the essence of Diwali remains unchanged: a time for light, love, and connection."

Afaqs

Marketing

News

Greenlam's latest Diwali campaign celebrates love and connection

The campaign conceptualised by Dentsu Creative Webchutney celebrates Diwali's enduring warmth and emotional connection.

afaqs! news bureau

17 Oct 2025 13:05 IST



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Dentsu Creative Webchutney and Greenlam Industries have released a new festive campaign titled 'Diwali Always Finds Its Way', celebrating the emotional essence of Diwali and its power to bring people together.

The film, conceptualised by Dentsu Creative Webchutney, tells the story of a modern-day couple and their journey back to connection and togetherness. It moves beyond traditional festive narratives, focusing on the idea that Diwali is not just a ritual but a feeling — one that finds its way into every home and relationship.

Parul Mittal, director, Greenlam Industries, said: "At Greenlam, we believe that Diwali is not just a festival, but a celebration of bonds, love, and shared joy. Through this film, we wanted to share a message that resonates universally that no matter the circumstances, the light of Diwali always finds its way. It has the power to bring warmth, hope, and joy into our lives, and that is the essence we wish to celebrate with everyone this festive season."

Surjo Dutt, CCO, Dentsu Creative Webchutney, said: "We discovered a fundamental truth about modern youth and, using Greenlam's role in their homes, transformed it into a heartwarming, feel-good story about a new-age couple celebrating the joy of their own space this Diwali."

Ujjwal Anand, managing partner, Dentsu Creative Webchutney, said: "This film is an ode to the way culture transforms with each generation. We wanted to tell a story that feels authentic to today's youth, who may resist or reinterpret traditions, yet inevitably rediscover their joy when family, friends, and festivities come together. At dentsu, we believe in crafting stories that resonate with societal truths and spark emotion, and this film is a true reflection of that."

The campaign's visuals and tone emphasize emotion over spectacle, portraying Diwali as a timeless celebration of love, renewal, and human connection.

Media Brief

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Marketing Advertising

Greenlam Industries releases Diwali film 'Diwali always finds its way' celebrating festive togetherness

By News Desk Team - October 7, 2025



Greenlam Industries, an integrated substrate and surface solutions brand, has unveiled a special Diwali film to celebrate the festival of lights. With the message, "Diwali always finds its way. To your homes. To your hearts", the film captures the spirit of the festival, reminding audiences that Diwali is not confined to rituals or festivities alone, but is an emotion that touches lives in countless ways.

Conceptualized by Dentsu Creative Webchutney and directed by Kshiteej Dua, the film encapsulates the joy, togetherness, and warmth that Diwali brings. It follows the story of a young couple whose quiet Diwali morning is transformed by a simple gesture from their elderly neighbour, sparking a conversation about what the festival truly means. This moment inspires them to rediscover the magic of Diwali – the laughter, the chaos, and the bonds – and embrace the celebration with renewed love and enthusiasm. The film shows how traditions and emotions are carried forward, with the older generation inspiring the younger to keep the festival's spirit alive with the same warmth and energy.



Going beyond lamps, sweets, and décor, the film focuses on what makes Diwali special: the light of hope, the bonds of togetherness, and the joy of giving and receiving love. With warm visuals and an uplifting story, it reinforces that the light of Diwali can never be dimmed and will always find a way to illuminate lives.

Parul Mittal, Director, Greenlam Industries said, "At Greenlam, we believe that Diwali is not just a festival, but a celebration of bonds, love, and shared joy. Through this film, we wanted to share a message that resonates universally that no matter the circumstances, the light of Diwali always finds its way. It has the power to bring warmth, hope, and joy into our lives, and that is the essence we wish to celebrate with everyone this festive season."

Surjo Dutt, CCO, Dentsu Creative Webchutney said, "We discovered a fundamental truth about modern youth and, using Greenlam's role in their homes, transformed it into a feel-good story about a new-age couple celebrating the joy of their own space this Diwali."

Ujjwal Anand, Managing Partner, Dentsu Creative Webchutney said, "This film is an ode to the way culture transforms with each generation. We wanted to tell a story that feels authentic to today's youth, who may resist or reinterpret traditions, yet inevitably rediscover their joy when family, friends, and festivities come together. At Dentsu, we believe in crafting stories that resonate with societal truths and spark emotion—and this film is a true reflection of that."

Ujjwal Anand added, "It is a celebration of togetherness, cultural continuity, and the simple joys that define Indian festivals. It bridges generational attitudes—acknowledging

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Marketing

Advertising

Campaigns We Like

Campaigns We Like | Brands bring home the light with emotionally charged, culturally rich Diwali campaigns

By The News Desk - October 17, 2025



This Diwali, brands across industries are lighting up screens and hearts with campaigns that go far beyond festive clichés. From heartwarming stories of empathy and acceptance to playful musical twists and tech-powered celebrations, 2025’s Diwali advertising landscape is a vibrant blend of emotion, innovation, and cultural relevance. Whether it’s a touching moment of nostalgia, a redefined family dynamic, or a digital diya shared across cities, these campaigns reflect how Indian brands are tapping into the timeless spirit of togetherness, while embracing the evolving ways people connect, celebrate, and care. Here’s a look at how leading names are bringing the light home this season.

Greenlam’s Diwali film celebrates the light that always finds its way



Greenlam Industries has released a heartfelt Diwali film, “Diwali Always Finds Its Way. To Your Homes. To Your Hearts,” created by Dentsu Creative Webchutney and directed by Kshiteej Dua. The story follows a young couple whose quiet morning turns into a warm celebration after a thoughtful gesture from their elderly neighbour rekindles their festive spirit.

IMPACT

GREENLAM CELEBRATES ENDURING DIWALI WARMTH WITH NEW FESTIVE FILM

The film highlights how traditions and emotions pass on, with elders inspiring the young to keep the festival's warmth and spirit alive



BY **TEAM IMPACT**

Published: Oct 8, 2025 9:32 AM



Greenlam Industries has unveiled a Diwali film to celebrate the festival of lights with the message, “Diwali always finds its way. To your homes. To your hearts.”

Conceptualised by Dentsu Creative Webchutney, directed by Kshiteej Dua and produced by Mac Productions, the film encapsulates the joy, togetherness, and warmth that Diwali brings. It follows the story of a young couple whose quiet Diwali morning is transformed by a simple gesture from their elderly neighbour, sparking a conversation about what the festival truly means.

The film shows how traditions and emotions are carried forward, with the older generation inspiring the younger to keep the festival's spirit alive with the same warmth and energy.



Speaking on the launch of the film, **Parul Mittal, Director, Greenlam Industries**, said, “At Greenlam, we believe that Diwali is not just a festival, but a celebration of bonds, love, and shared joy. Through this film, we wanted to share a message that resonates universally that no matter the circumstances, the light of Diwali always finds its way. It has the power to bring warmth, hope, and joy into our lives, and that is the essence we wish to celebrate with everyone this festive season.”

Commenting on the campaign, **Surjo Dutt, CCO Dentsu Creative Webchutney**, said, “We discovered a fundamental truth about modern youth and, using Greenlam's role in their homes, transformed it into a heartwarming, feel-good story about a new-age couple celebrating the joy of their own space this Diwali.”

Ujjwal Anand, Managing Partner, Dentsu Creative Webchutney, added, “This film is an ode to the way culture transforms with each generation. We wanted to tell a story that feels authentic to today's youth, who may resist or reinterpret traditions, yet inevitably rediscover their joy when family, friends, and festivities come together. At Dentsu, we believe in crafting stories that resonate with societal truths and spark emotion and this film is a true reflection of that.”

Top Brands That Lit Up the Festive Season: Diwali 2025

by **MN4U Bureau** — October 11, 2025 in Exclusive Reading Time: 10 mins read

AA



Greenlam Industries

Greenlam Industries, a surface solutions brand, has launched a special Diwali film celebrating the true essence of the festival of lights. With the message “Diwali always finds its way. To your homes. To your hearts,” the film reminds viewers that Diwali is more than just rituals or decorations—it’s an emotion that connects people.

Conceptualized by Dentsu Creative Webchutney and directed by Kshiteej Dua, the film tells the story of a young couple whose quiet Diwali morning takes a warm turn after a thoughtful gesture from their elderly neighbour. This simple moment sparks a heartfelt exchange about the deeper meaning of the festival, inspiring the couple to rediscover the joy, laughter, and togetherness that make Diwali special. The film beautifully highlights how traditions and emotions are passed down through generations, keeping the spirit of Diwali alive with love and light.



Media Infoline

ADVERTISING

Dentsu Creative Webchutney & Greenlam Industries Launch 'Diwali Always Finds Its Way' Campaign



By MI Newsdesk
Oct 17, 2025, 11:14 Am



DENTSU CREATIVE WEBCHUTNEY

TLDR: Dentsu Creative Webchutney and Greenlam Industries launched a heartwarming Diwali campaign titled 'Diwali Always Finds Its Way', emphasizing the festival's emotional essence.

Dentsu Creative Webchutney and Greenlam Industries, one of the world's leading laminate manufacturers, celebrate the spirit of Diwali in their new heartwarming campaign titled 'Diwali Always Finds Its Way'. The film beautifully captures the festival's timeless essence, reminding audiences that Diwali is more than just rituals – it is an emotion that finds its way into our homes and hearts.

Conceptualized by Dentsu Creative Webchutney, the story follows a modern-day couple and their emotional journey that ultimately leads them to celebrate Diwali together. The film goes beyond the clichés of festive communication, portraying Diwali as a powerful emotion that unites generations and hearts.

Link to the film:



Speaking on the campaign, Parul Mittal, Director, Greenlam Industries commented, "At Greenlam, we believe that Diwali is not just a festival, but a celebration of bonds, love, and shared joy. Through this film, we wanted to share a message that resonates universally that no matter the circumstances, the light of Diwali always finds its way. It has the power to bring warmth, hope, and joy into our lives, and that is the essence we wish to celebrate with everyone this festive season."

Commenting on the campaign, Surjo Dutt, CCO Dentsu Creative Webchutney said, "We discovered a fundamental truth about modern youth and, using Greenlam's role in their homes, transformed it into a heartwarming, feel-good story about a new-age couple celebrating the joy of their own space this Diwali."

Ujjwal Anand, Managing Partner, Dentsu Creative Webchutney added, "This film is an ode to the way culture transforms with each generation. We wanted to tell a story that feels authentic to today's youth, who may resist or reinterpret traditions, yet inevitably rediscover their joy when family, friends, and festivities come together. At dentsu, we believe in crafting stories that resonate with societal truths and spark emotion, and this film is a true reflection of that."

Manifest India

Oct 8, 2025, 4:35 pm



📷 Greenlam Industries' 'Home Feels Complete When Diwali Is Celebrated Together' campaign.

Greenlam Industries has rolled out a campaign 'Home Feels Complete When Diwali Is Celebrated Together', which captures the timeless spirit of the festival, reminding that the festival is not confined to rituals or festivities alone, but is an emotion that touches lives in countless ways.

Conceptualised by Dentsu Creative Webchutney, the campaign consists of an ad film. It follows the story of a young couple whose quiet Diwali morning is transformed by a simple gesture from their elderly neighbour, sparking a heartfelt conversation about what the festival truly means. This moment inspires them to rediscover the magic of Diwali - the laughter, the chaos, the bonds, and to embrace the celebration with renewed love and enthusiasm. The film ends by showcasing how traditions and emotions are carried forward, with the older generation inspiring the younger to keep the festival's spirit alive with the same warmth and energy.

What we think about it: The film captures Diwali's warmth through an intimate, relatable story that feels emotionally genuine and beautifully shot. However, while the sentiment lands, the brand's role feels peripheral, making the message linger more as a festive short film than a distinct Greenlam Industries statement.

Parul Mittal, director, Greenlam Industries, said, "At Greenlam, we believe that Diwali is not just a festival, but a celebration of bonds, love, and shared joy. Through this film, we wanted to share a message that resonates universally: that no matter the circumstances, the light of Diwali always finds its way. It has the power to bring warmth, hope, and joy into our lives, and that is the essence we wish to celebrate with everyone this festive season."

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CREDITS:

Client: Greenlam Industries

Agency: Dentsu Creative Webchutney

Production house: Mac Productions

Director: Kshiteej Dua

Producer: Mcalister Peter

Story: Moumita Pal (NCD, Dentsu Creative Webchutney)

Editing: Mohd Firoj Aalam

Grade: Augustine Noronha

Source: MANIFEST MEDIA

Realty Plus

Greenlam's Diwali Film Celebrates Love, Light, and Generational Togetherness

'Diwali always finds its way' captures the emotional essence of the festival



BY REALTY+

Published - Monday, 06 Oct, 2025



Greenlam
Industries Limited

Greenlam Industries has released a heartwarming Diwali film that explores how the spirit of the festival transcends rituals, finding its way into homes and hearts.

Conceptualized by Dentsu Creative Webchutney and directed by Kshiteej Dua, the film follows a young couple whose quiet Diwali morning is transformed by a simple gesture from their elderly neighbour. What begins as a moment of kindness evolves into a heartfelt conversation about the meaning of Diwali—prompting the couple to rediscover the joy, chaos, and warmth that define the celebration.

With the message, *"Diwali always finds its way. To your homes. To your hearts,"* the film goes beyond lamps and décor, focusing on the emotional core of the festival: hope, connection, and shared joy. It gently portrays how traditions are passed on, with older generations inspiring the younger to keep the spirit alive.

Speaking on the launch, Ms. Parul Mittal, Director, Greenlam Industries, said, **"At Greenlam, we believe that Diwali is not just a festival, but a celebration of bonds, love, and shared joy. Through this film, we wanted to share a message that resonates universally—that no matter the circumstances, the light of Diwali always finds its way. It has the power to bring warmth, hope, and joy into our lives, and that is the essence we wish to celebrate with everyone this festive season."**

Surjo Dutt, CCO, Dentsu Creative Webchutney, added, **"We discovered a fundamental truth about modern youth and, using Greenlam's role in their homes, transformed it into a heartwarming, feel-good story about a new-age couple celebrating the joy of their own space this Diwali."**

Ujjwal Anand, Managing Partner, Dentsu Creative Webchutney, said, **"This film is an ode to the way culture transforms with each generation. We wanted to tell a story that feels authentic to today's youth, who may resist or reinterpret traditions, yet inevitably rediscover their joy when family, friends, and festivities come together."**

The film is a celebration of cultural continuity and emotional resonance—reminding viewers that while traditions may evolve, the essence of Diwali remains unchanged: a time for light, love, and connection.

Social Samosa

Topical Spot

Latest Stories

50 Diwali campaigns celebrating the spirit of the festival

Each year, brands flood screens with storytelling, and we list the top 50 Diwali campaigns capturing the festival's essence through diverse creative narratives.



Social Samosa

17 Oct 2025 16:17 IST

Updated On 17 Oct 2025 16:19 IST

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There is a palpable anticipation that sweeps through the country in the weeks leading up to Diwali, a shared, almost collective holding of breath. Every school kid counts down the days to the holidays, every corporate worker anticipates the bonus, and for people like me, staying away from family in a different city, the calendar on my desk becomes a cherished countdown. I find myself checking it every day, just to reassure myself that the festival is near and I will soon be home to the comfort of familiar faces, the smell of mithai, and the chaos of family celebrations.

This universal yearning for homecoming, nostalgia, and connection is precisely the emotional landscape that brands strive to capture annually. The festive season is not just a peak sales quarter; it is a marathon of creative sentiment, where brands run to win the hearts and the spending power of the audience.

Each year, we witness a flood of advertising, where storytelling is elevated to an art form, featuring narratives that range from tear-jerking reunions to different ways of celebrating. These videos are designed not just to sell products but to tap into our cultural sentiments.

This Diwali, brands like Swiggy and Noice took a refreshing turn from the usual emotional advertising route. Swiggy's campaign brought together some of the internet's most viral creators, a mix of comedians and relatable digital faces, to deliver a quirky, laughter-filled take on festive chaos. Similarly, Noice reunited AIB's Tanmay Bhat and Rohan Joshi for an unapologetically 'Honest Diwali party' that ditched the glossy, perfect family gatherings we've grown accustomed to.

Both brands celebrated the festival in their own offbeat way, by embracing modern, digital-age humour and self-aware storytelling that connects instantly with the online generation tired of repetitive festive tropes. Instead of tugging at heartstrings, it leaned into the real and hilarious side of Indian celebrations.

In this article we list the top 50 Diwali campaigns by the brands, charting this annual creative race to capture the very essence of the festival.

MXM India

Greenlam releases Diwali film

Conceptualised by Denstu Creative Webchutney and directed by Kshiteej Dua



OUR STAFF

October 10, 2025 10:52 am



Greenlam Industries, the surface solutions brand, has unveiled a special Diwali film with the message 'Diwali always finds its way. To your homes. To your hearts'. The film has been conceptualised by Denstu Creative Webchutney and directed by Kshiteej Dua.

Speaking on the launch of the film, Parul Mittal, Director, Greenlam Industries, said: "At Greenlam, we believe that Diwali is not just a festival, but a celebration of bonds, love, and shared joy. Through this film, we wanted to share a message that resonates universally that no matter the circumstances, the light of Diwali always finds its way. It has the power to bring warmth, hope, and joy into our lives, and that is the essence we wish to celebrate with everyone this festive season."

Commenting on the campaign, Surjo Dutt, CCO Dentsu Creative Webchutney, added: "We discovered a fundamental truth about modern youth and, using Greenlam's role in their homes, transformed it into a heartwarming, feel-good story about a new-age couple celebrating the joy of their own space this Diwali."



MXM India

The Great Diwali Shopping Reboot

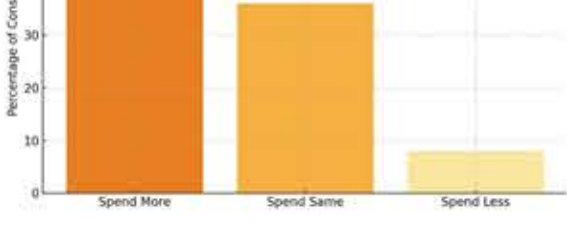
Diwali has become India's mirror: in equal parts, faith and finance, writes Kunal Sinha



Every October, the Indian economy lights up like a diya. And Diwali 2025 promises to be a dazzling one. Surveys suggest that even as inflation smoulders and geopolitics threatens global supply chains, Indian consumers are dusting off their wallets and saying, "Why not? It's Diwali!"

According to the JioStar Festive Sentiment Survey 2025, nine out of 10 Indians plan to maintain or increase their festive spending this season. The average household budget is roughly ₹16,500, though in some states, Andhra Pradesh being one, one in four urban households plans to cross the ₹20,000 mark. The optimism is contagious, even if the exact shopping list is not: a full 65% of shoppers haven't yet decided which brands they'll buy.

Kunal Sinha



What's in the Diwali cart?

The buying pattern tells its own *karva*.

Clothing remains the festival's most predictable indulgence, with around a third of shoppers eyeing new apparel. Mobiles and gadgets follow closely, because Diwali is as much about new phones as it is about new beginnings. Electronics, jewellery, beauty products, and home decor round off the list. But what's striking this year is the return of gourmet food and festive groceries as serious shopping categories.

Retail analysts note that nearly 60% of planned online expenditure will go into food and household supplies, evidence that post-pandemic home rituals are sticking. The modern Diwali hamper may contain artisanal mithai, cold-pressed oils, or imported cheese, delivered by an e-commerce platform that promises same-day delivery and air-tight freshness.

The GST 2.0 rate cuts have sweetened the deal for big-ticket categories like automotive, electronics and premium fashion, prompting many consumers to upgrade early. Sales of 55-inch televisions and high-efficiency ACs have already jumped, as families advance purchases they'd originally postponed. Creators are breaking down the impact of the rate cuts on auto makers ranging from Maruti to Mercedes, triggering a wave of bookings with deliveries planned on Dhanteras.

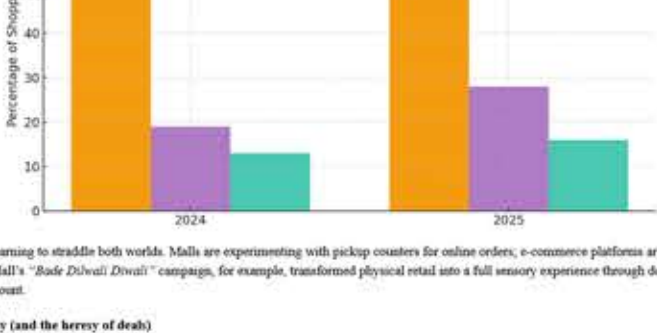
Gold, traditionally the centrepiece of Diwali gifting, faces a slowdown. The India Bullion and Jewellers Association expects a drop of up to 27% in jewellery demand due to high prices. The vacuum is being filled by premium confectionery, eco-friendly decor, and direct-to-consumer fashion and beauty brands that promise exclusivity.

Click or walk? Indian shoppers' split personality

Shopping behaviour is hybrid in the truest sense.

Online-first buyers have surged by 115% compared to last year. Roughly a quarter of Indians plan to do most of their Diwali shopping online, while more than half will still hit the markets, malls, and malls.

The old-school joy of bargaining in a crowded bazaar hasn't died, it's just been given digital backup. The new routine is scroll, compare, then stroll. Many consumers browse prices on their phones while standing inside stores. Online, they hunt for deals and reviews; offline, they want texture, colour, and human assurance.



Retailers, meanwhile, are learning to straddle both worlds. Malls are experimenting with pickup counters for online orders; e-commerce platforms are adding "offline partner stores." Last year, Inorbit Mall's "Bade Diwali Diwali" campaign, for example, transformed physical retail into a full sensory experience through decor, contests, music, and nostalgia served with a discount.

The gospel of brand loyalty (and the heresy of deals)

This season, shoppers are trying to balance thrift and trust.

Surveys show 74% of Indians prefer sticking with familiar brands in categories like health, personal care, and electronics. Yet, the same consumers are quick to switch when confronted with a deep discount or faster delivery.

Loyalty is conditional. It exists as long as your app loads quickly and your cashback lands on time. The modern Diwali consumer is less like a steadfast devotee and more like a practical worshipper, comparing gods by their service quality.

Still, some emotional undercurrents remain.

Opvo India's Diwali 2025 campaign stars Rishi Kapoor and Jhumpa Kumar. Rather than focusing on grandeur or gifting, the brand takes a more introspective route, using Diwali as a metaphor for rediscovering oneself and finding joy in small, unguarded moments.



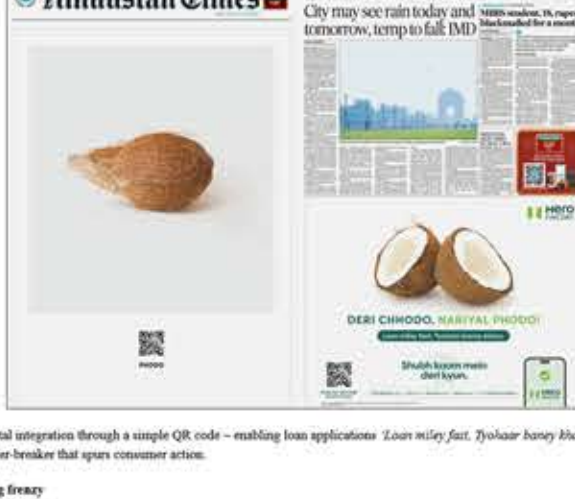
Grooming Industries celebrates the joy of togetherness, in its campaign "Home feels complete when Diwali is celebrated together"



Lagervin diamond brand Jewelbox's campaign, starring Vani Kapoor, takes the togetherness theme forward: "a celebration of love, laughter, and the little moments that make life brighter"



These campaigns stand out in contrast to the full-page, deal and offer driven advertising that occupies the front pages of daily newspapers. With exceptions.



Hero FinCorp's simplicity and digital integration through a simple QR code – enabling loan applications "Loan miley fast, Tyohaar honey khani" (Get loans fast, make your festival special) is the kind of clutter-breaker that spurs consumer action.

Digital fireworks: the advertising frenzy

For marketers, Diwali is no longer a season, it's a quarter.

Digital media budgets start inflating by late September, peaking in the week before Dhanteras. Spending on digital channels in India is projected to reach \$40,800 crore this year, growing by almost 29%. The festive advertising rush is expected to add nearly ₹5,400 crore over baseline spending, with brands increasing budgets by 15–20% after a quiet first half. What used to be a week of buying and gifting has become a month-long competition for consumer attention. It's an endurance test where every click, cart, and coupon matters.

Quick commerce platform Instamart has roped in actress Sonakshi Sinha in its Dhanteras campaign to remind everyone that real gold – all zones – is available on the platform. In a mashup of a pun and deals, the campaign film follows a narrative that plays on the phrase "born with a golden spoon." Shoppers on Instamart have options to choose from, through its partnership with brands such as Malabar Gold, Kalyan Jewellers, MMTC, and Mia to deliver certified gold and silver coins.



Digital media now accounts for 41% of total ad expenditure, surpassing television for the first time. FMCG and e-commerce brands account for nearly two-thirds of this figure, confirming that festive marketing has gone fully digital.

On social platforms, Meta and YouTube drive the emotional narrative as you find everyone from soap brands to fintech startups hiring creators to do "Diwali hauls." WhatsApp groups are clogged with flash-sale links, while TV ads still try to remind people what a "real Diwali" feels like. The result: a consumer experience that's equal parts excitement and exhaustion.

Regional influencers, short-form videos, and live shopping sessions have turned feeds into bustling bazaars. Research by InMocha shows that 83% of Indian consumers shop or research online during the festive window, and nearly half are open to experimenting with unfamiliar brands.

Zepto's omnichannel festive campaign this year has decided to turn dessert into democracy, riding on the election fever. Every Zepto delivery now doubles as a mini polling booth, because why should politicians have all the fun? Customers receive a mystery Haldiram's mithai box with so clue which sweet lurks inside until the grand unboxing moment. Each sweet comes armed with its own cheeky "manifesto," urging you to *vote before you decide*, since true judgment requires both palate and patriotism.

Once the tasting's done and the sugar rush sets in, voters can head to the Zepto app to cast their ballot for India's next sweet superstar. The four contenders: Saini Pappu, the comeback king that no one admits to liking but everyone re-gifts; Kaju Katli, the long-reigning incumbent; Peda, the old-school traditionalist; and Chana Burfi, the people's champion of homely comfort.



If the early 2000s were the age of Diwali hoardings, 2025 is the era of Diwali hyper-personalisation. A brand DM'ing you at midnight to tell you your cart is lonely.

How the economy feels about all this

The festive may be spiritual, but the numbers are secular.

Retail sales across India are expected to cross ₹2.15 lakh crore this festive season. E-commerce alone could top ₹1.3 trillion, while brick-and-mortar retailers, particularly in Tier II and III cities, are seeing their fastest growth since 2019.

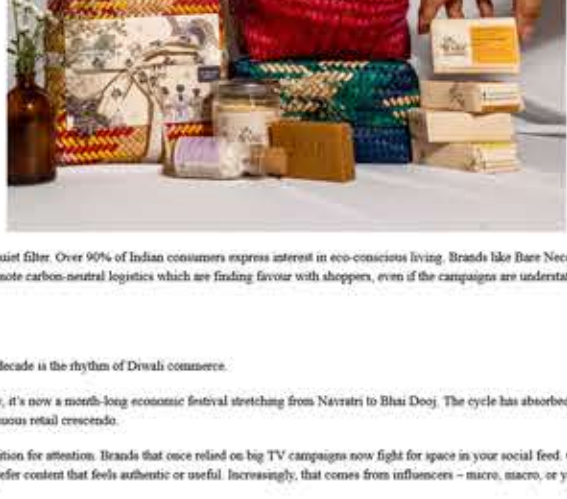
Rising disposable income in smaller towns, coupled with greater comfort in digital payments, has turned Bharat into a retail powerhouse. Nearly half of all festive e-commerce orders now come from beyond the metros. Shoppers in Coimbatore or Indore expect Amazon Prime-like delivery speeds, and they're getting them.

At the same time, consumers are wary. The rising cost of living, expensive credit cards, and job-market uncertainty have made them selective. The new Diwali mantra seems to be: spend smart, not loud.

Too much dhamaaka: the clutter problem

The festive media environment both dazzles and overwhelms. With CPMs and CPLs soaring during the last quarter, the battle for visibility has become costly. Upon research points to increasing consumer fatigue and growing scepticism about AI-generated advertisements. 43% of people say they struggle to trust content made by machines.

Amidst this overload, credibility becomes a scarce resource. Consumers respond more positively to authenticity, cultural relevance, and transparency about data use. Excessively polished AI imagery and repetitive messaging often feel mechanical during a festival built on warmth and belonging.



Sustainability has become another quiet filter. Over 90% of Indian consumers express interest in eco-conscious living. Brands like Bare Necessities use recyclable packaging, biodegradable materials; others promote carbon-neutral logistics which are finding favour with shoppers, even if the campaigns are understated. The festive glow must now carry a green tint.

Festival of change

What's changed most over the past decade is the rhythm of Diwali commerce.

Once a week-long shopping window, it's now a month-long economic festival stretching from Navratri to Bhui Dooj. The cycle has absorbed other celebrations – Karva Chauth, Dhanteras – and turned into a continuous retail crescendo.

This expansion means more competition for attention. Brands that once relied on big TV campaigns now fight for space in your social feed. Consumers, meanwhile, are tired of being yelled at by algorithms and prefer content that feels authentic or useful. Increasingly, that comes from influencers – macro, micro, or your colleague who reviews gadgets on the side.

Lights, camera, consumption

In an odd way, Diwali has become India's mirror: in equal parts, faith and finance.

The *diyas* still glow, but the flame now dances to the tune of online payments and predictive analytics. Shopping has become a family sport conducted across devices, and brand preference is a moving target.

There's humour in the chaos. One Delhi shopper summed it up in a survey comment: "Every year I swear I'll buy less. Then Flipkart sends me a 70% off notification. What can you do? It's destiny!"

That, perhaps, is the truest expression of Diwali capitalism: ritual, reward, and a healthy dose of rationalisation.

Kunal Sinha is Chief Knowledge Officer at Amperand Advisory, based in Kuala Lumpur, Malaysia. He is the author of several books including *The Future of India's Rural Markets and Rise – Pervasive Creativity in Asia*. He writes for *McMedia* every other Monday. His views here are personal.

Marketing Mind

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Greenlam Releases Heartwarming Diwali Film 'Diwali Always Finds Its Way'

Conceptualised by Dentsu Creative Webchutney and directed by Kshiteej Dua, the film has captured the spirit of Diwali through a simple, emotional story of connection and rediscovery.



by **MM Desk** — October 7, 2025 in Advertising, Campaigns

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Greenlam Industries has released its new Diwali film, '**Diwali Always Finds Its Way**', celebrating the festival's timeless message of warmth and togetherness. Conceptualised by **Dentsu Creative Webchutney** and directed by **Kshiteej Dua**, the film has portrayed how Diwali transcends rituals to become an enduring emotion that touches lives in countless ways.

The story has followed a young couple whose quiet Diwali morning has taken a heartwarming turn after a small gesture from their elderly neighbour sparks a reflection on what the festival truly means. Inspired by the moment, they have rediscovered the joy of Diwali, its laughter, chaos, and bonds, embracing the celebration with renewed love and energy.

As per the campaign, the film has gone beyond lights and décor to focus on the spirit of hope, giving, and emotional connection that defines the festival. Produced by Mac Productions, the film has aimed to show how traditions and emotions continue to flow across generations, keeping the light of Diwali alive in every home.



Parul Mittal, Director, Greenlam Industries, said, "At Greenlam, we believe that Diwali is not just a festival, but a celebration of bonds, love, and shared joy. Through this film, we wanted to share a message that resonates universally that no matter the circumstances, the light of Diwali always finds its way. It has the power to bring warmth, hope, and joy into our lives, and that is the essence we wish to celebrate with everyone this festive season."

Surjo Dutt, CCO, Dentsu Creative Webchutney, said, "We discovered a fundamental truth about modern youth and, using Greenlam's role in their homes, transformed it into a heartwarming, feel-good story about a new-age couple celebrating the joy of their own space this Diwali."

Ujjwal Anand, Managing Partner, Dentsu Creative Webchutney, added, "This film is an ode to the way culture transforms with each generation. We wanted to tell a story that feels authentic to today's youth, who may resist or reinterpret traditions, yet inevitably rediscover their joy when family, friends, and festivities come together. At Dentsu, we believe in crafting stories that resonate with societal truths and spark emotion—and this film is a true reflection of that."

Sociapa News

Campaigns

Greenlam Diwali Campaign 2025: Celebrating Love, Connection, and Home

Greenlam’s Diwali campaign 2025, ‘Diwali Always Finds Its Way,’ highlights emotional connections, togetherness, and home transformation for a meaningful festive celebration.



Prakhar

Oct 17, 2025 · 07:25

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Greenlam Diwali Campaign 2025: Light, Love, and Laminates

Greenlam Industries has launched its **Diwali 2025 campaign**, titled “**Diwali Always Finds Its Way**”, conceptualized by Dentsu Creative Webchutney. The campaign focuses on the emotional essence of Diwali, celebrating love, human connection, and the warmth of home. Unlike traditional festive campaigns centered on lights and fireworks, Greenlam emphasizes how Diwali brings people together, even in today’s fast-paced lifestyle.



Modern Love Stories in Festive Spaces

The campaign follows a contemporary couple navigating the challenges of modern life. Amid busy schedules and digital distractions, the couple rediscovers the joy, warmth, and emotional connection Diwali represents. The story highlights that Diwali isn’t just a festival—it’s a moment that rekindles relationships and nurtures bonds, aligning perfectly with Greenlam’s message of connection and home-centric celebrations.

Transforming Homes into Spaces of Togetherness

Greenlam showcases how thoughtfully designed interiors and high-quality laminates can turn any house into a welcoming, festive space. The campaign subtly reinforces that homes play a central role in creating meaningful Diwali experiences. From stylish laminates to cozy living areas, Greenlam emphasizes how design can enhance celebration, making every home a hub of warmth, love, and festive joy.

Emotional Storytelling Meets Visual Appeal

The campaign prioritizes emotion over spectacle. Warm lighting, vibrant décor, and inviting interiors capture Diwali’s true spirit. By focusing on authentic storytelling rather than flashy visuals, Greenlam connects with audiences seeking genuine celebration experiences. The visuals communicate that Diwali is about relationships and shared happiness, not just decorations or gifts.

Insights from Greenlam and Creative Partners

Parul Mittal, Director at Greenlam Industries, said, “Diwali is about love, connection, and shared joy. Our campaign aims to show that the light of Diwali reaches hearts, no matter how busy life gets.”

Surjo Dutt, CCO at Dentsu Creative Webchutney, added, “Modern youth value meaningful connections and personal spaces. Using Greenlam’s role in homes, we crafted a story about a couple celebrating their own space this Diwali—highlighting emotions, warmth, and authenticity.”

Why This Diwali Campaign Works

The Greenlam Diwali 2025 campaign resonates because it merges **modern lifestyle insights** with **traditional festival values**. It positions Greenlam as a brand that not only provides quality laminates but also understands the emotional role homes play during celebrations. The campaign appeals to audiences looking for inspiration in home décor, interior transformation, and meaningful festive experiences.

By emphasizing **love, home, and connection**, Greenlam effectively enhances its brand relevance during Diwali while creating shareable, memorable content.

Takeaway: Diwali Beyond Lights

Greenlam’s “Diwali Always Finds Its Way” campaign redefines festive storytelling by highlighting **emotional connection, togetherness, and home-centric celebration**. It demonstrates that a well-designed, warm home and heartfelt moments make Diwali truly special. The campaign blends **emotional appeal with practical brand messaging**, ensuring it stands out in both consumer engagement and search visibility.

Passionate in Marketing

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Branding/Advertising

Greenlam releases a heartwarming Diwali film: 'Diwali always finds its way'

October 7, 2025 Author 

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National, October 07, 2025: Greenlam Industries, India's leading integrated substrate and surface solutions brand, has unveiled a special Diwali film to celebrate the festival of lights. With the message, **"Diwali always finds its way. To your homes. To your hearts"**, the film beautifully captures the timeless spirit of the festival, reminding us that Diwali is not confined to rituals or festivities alone, but is an emotion that touches lives in countless ways.

Conceptualized Denstu Creative Webchutney and directed by Kshiteej Dua the film beautifully encapsulates the joy, togetherness, and warmth that Diwali brings. It follows the story of a young couple whose quiet Diwali morning is transformed by a simple gesture from their elderly neighbour, sparking a heartfelt conversation about what the festival truly means. This moment inspires them to rediscover the magic of Diwali – the laughter, the chaos, the bonds, and embrace the celebration with renewed love and enthusiasm. The film gently shows how traditions and emotions are carried forward, with the older generation inspiring the younger to keep the festival's spirit alive with the same warmth and energy.

Going beyond lamps, sweets, and sparkling décor, the film focuses on what truly makes Diwali extraordinary: the light of hope, the bonds of togetherness, and the joy of giving and receiving love. With warm visuals and an uplifting story, it reinforces that the light of Diwali can never be dimmed, it will always find a way to illuminate our lives.

Speaking on the launch of the film, **Ms. Parul Mittal, Director, Greenlam Industries**, said: "At Greenlam, we believe that Diwali is not just a festival, but a celebration of bonds, love, and shared joy. Through this film, we wanted to share a message that resonates universally that no matter the circumstances, the light of Diwali always finds its way. It has the power to bring warmth, hope, and joy into our lives, and that is the essence we wish to celebrate with everyone this festive season."

Commenting on the campaign, Surjo Dutt, CCO Dentsu Creative Webchutney, said – "We discovered a fundamental truth about modern youth and, using Greenlam's role in their homes, transformed it into a heartwarming, feel-good story about a new-age couple celebrating the joy of their own space this Diwali."

Ujjwal Anand, Managing Partner, Dentsu Creative Webchutney, added – "This film is an ode to the way culture transforms with each generation. We wanted to tell a story that feels authentic to today's youth, who may resist or reinterpret traditions, yet inevitably rediscover their joy when family, friends, and festivities come together. At Dentsu, we believe in crafting stories that resonate with societal truths and spark emotion—and this film is a true reflection of that.

It is a celebration of togetherness, cultural continuity, and the simple joys that define Indian festivals. It beautifully bridges generational attitudes—acknowledging that while traditions evolve, the essence of Diwali remains unchanged: a time for light, love, and connection."

Viral Vault India



OCTOBER 17, 2025 Newsroom 10:02 AM

Greenlam's new Diwali campaign celebrates love and connection

Conceptualised by Dentsu Creative Webchutney, the film 'Diwali Always Finds Its Way' captures the emotional warmth and togetherness of the festive season.



Home Feels Complete When Diwali is Celebrated Together | ...



Watch on  YouTube

Greenlam Industries, in collaboration with **Dentsu Creative Webchutney**, has launched a new festive campaign titled '**Diwali Always Finds Its Way**', celebrating the enduring spirit of love, connection, and emotional renewal that defines the festival of lights.

The film tells the story of a modern couple rediscovering closeness and warmth amidst the busyness of everyday life. Moving beyond conventional festive portrayals, it highlights Diwali as more than a ritual – a feeling that finds its way into every home and relationship, rekindling joy and togetherness.

Parul Mittal, Director, Greenlam Industries, said:

"At Greenlam, we believe Diwali is not just a festival but a celebration of bonds, love, and shared joy. Through this film, we wanted to convey that no matter the circumstances, the light of Diwali always finds its way – bringing warmth, hope, and happiness into our lives."

Surjo Dutt, COO, Dentsu Creative Webchutney, added:

"We tapped into a simple truth about modern relationships and used Greenlam's role in their homes to tell a heartfelt story about rediscovering connection in one's own space this Diwali."

Ujjwal Anand, Managing Partner, Dentsu Creative Webchutney, said:

"This film reflects how every generation redefines culture in its own way. Even as traditions evolve, the essence of togetherness remains timeless."

With its warm visuals and human storytelling, '**Diwali Always Finds Its Way**' portrays the festival as a celebration of emotion over extravagance – reaffirming Diwali's enduring message of love and connection.