



## **Nayara Energy Unveils its new TVC, “Naye India ka Nayara.”**

**Mumbai, 27 February 2026:** Nayara Energy, an integrated downstream energy and petrochemicals company of international scale, announces the launch of its new television commercial (TVC) “Naye India ka Nayara.” The campaign brings alive what the brand stands for, reliable energy that fuels an unstoppable India, highlighting Nayara Energy’s role in keeping the country moving every day, without interruption.

At its core, the TVC marks Nayara Energy’s shift from functional messaging to purpose-driven brand storytelling. It reinforces the Company’s role beyond being a fuel provider, positioning Nayara Energy as a dependable performance partner that ensures continuity, reliability, and progress across sectors.

Visually, the film blends high-energy sequences of movement with real-life moments of performance like early morning commutes, intercity logistics, tough terrains, and diverse professions, all fuelled seamlessly by Nayara Energy. The narrative positions the brand as the silent, dependable force enabling performance and uninterrupted journeys, while a dynamic rap soundtrack mirrors the pace, confidence, and momentum of a new, always-moving India.

With a multi-platform rollout, the film advances Nayara Energy’s brand narrative by building emotional salience, reinforcing operational excellence, and strengthening consumer connection as the Company expands its retail footprint nationwide.

Link - <https://bit.ly/4tX7Psw>

### **About Nayara Energy**

Nayara Energy is an integrated downstream energy and petrochemicals company with a formidable presence spanning across the entire hydrocarbon value chain, from Refining to Retail. Nayara Energy operates in India for India driven by a relentless commitment to fuel the nation's energy aspirations. At the heart of our operations lies the Vadinar refinery, India's second-largest single-site refinery with a capacity of 20MMTPA. With over 6,500 Retail Outlets, we cater to the need for reliable and safe mobility across the length and breadth of the country. We have adopted a phase wise asset development strategy and have forayed into petrochemicals sector with a 450 KTPA Polypropylene plant which is a significant step in our crude to chemicals journey. Through sustainable development projects in Health and Nutrition, Education and Skill Development, and Sustainable Livelihoods, Nayara Energy enhances the quality of life in the communities it operates in. Delivering value for all our stakeholders is at the very core of our beliefs and we are committed to providing the energy that fuels the dreams of our employees, customers, partners and communities.

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