



Nayara Energy's celebrates the Spirit of New India in its latest brand film

New Delhi 14th August 2024: As India gears up to celebrate its 77th Independence Day, Nayara Energy unveiled a new brand film as an ode to the unrelenting spirit of Indians who are propelling nation's growth. Aptly titled as '*Naye India Ka Nayara*', the film beautifully captures inspiring stories embodying values such as resilience, inclusivity, and sustainability while delving deeper into the evolving identity of a new India. Nayara Energy is an integrated downstream company with strong presence from Refining to Retail and has the largest private fuel retail network.

Conceptualized to capture the essence of a new transforming India, where dreams and responsibility work together to pave the way for a brighter future. The film weaves together stories of determination, inclusivity, and community spirit. From a delivery driver pursuing education, to a female bus driver breaking stereotypes, to a farmer and urban professional collaborating for children's nutrition, and a woman promoting sustainable fashion, each narrative exemplifies the dynamic and evolving spirit of India that is visible beyond the metros. As these scenes unfold, vibrant energy waves in Nayara's brand colors ripple through each character, embodying the unity and vigor that fuels the essence of modern India.

This thought-provoking film directed by Mumbai-based digital agency Fulcro is a tribute to every Indian who is contributing to our nation's progress. The role of energy is innate in facilitating the growth of economy and enhancing mobility thereby fueling the dreams and aspirations of billion people. #NayeIndiaKaNayara is a celebration of the dynamic and evolving spirit of India. The film culminates with energy waves traveling through the Nayara refinery, symbolizing the source of energy seamlessly connecting businesses and people. The journey through diverse narratives and its focus on empowerment, equality, collaboration, and sustainability culminates in the powerful message of '#NayeIndiaKaNayara'.

Commenting on the corporate brand film, **Rajul Berde – Head Corporate Communication, Nayara Energy** said *"As we celebrate 77th Independence Day, #NayeIndiaKaNayara film is our ode to the emerging Indian identity that is dynamic yet rooted in its values. The showcased stories exemplify values of resilience and inclusive Indian culture that is integral to our nation's progress. At Nayara Energy we believe in being a strong energy partner that effectively supports in fulfilling the dreams of over a billion population and supporting a new mindset for India's economy."*

As an ethical corporate, Nayara Energy strives to be a strong partner in India's energy needs. The narrative intertwines tales of resilience and community engagement. Each Indian has an innate role in nation's progress and the film celebrates the spirit of progress and inclusivity embodied in the #NayeIndiaKaNayara campaign.



YouTube Link: <https://www.youtube.com/watch?v=Xwv-vP03EE8> (Unlisted)

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About Nayara Energy: Nayara Energy is a new-age 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 6,300 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 to enter the petrochemicals sector which will be 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.

For any queries please write to:

Nayara Energy
PR

communications@nayaraenergy.com

Media Contact – Adfactors

nayaraenergy@adfactorspr.com

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