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**McDowell’s No.1 Soda brings on the festive cheer in its latest TVC ‘Yaarir Gaan’**

**West Bengal, 26th October 2023:** This festive season, McDowell’s No.1 Soda unveiled a TVC titled ‘Yaarir Gaan’ featuring popular celebrities and real life yaars Anirban Bhattacharya, Priyanka Sarkar and Arjun Chakraborty. In today’s fast paced world where connections often feel strained and distant, ‘Yaarir Gaan’ is a heartfelt tribute that emphasizes the importance of friends coming together and unlocking newer possibilities.

The film is based on a trio of childhood friends who share fond memories together celebrating countless festivals over the years. However, this year, their most cherished tradition takes an unexpected twist as one of their friends commits to spending the festival with some elderly people. Realizing the intention behind it and determined to keep the tradition alive, his two friends come together to celebrate and spread the festive cheer.

‘Yaarir Gaan’ beautifully captures the true essence of friendship and the sheer joy derived when friends come together, they can unveil a world of limitless possibilities. The film immerses us in the heartwarming dynamics of friendship, demonstrating that it's not just about companionship but about the transformative power of togetherness.

**Speaking about the campaign Varun Koorichh, Vice President Marketing at Diageo India**, “Festivities at this time of the year often bring friends together and rekindles yaaris. It is also that time of the year when you are hopping through the city with your best friends and making memories for a lifetime. We believe that during these festive days, friendship has the power to unite, inspire, and uplift one another. The song, Yaarir Gaan, created in partnership with SVF is a beautiful celebration of this connection friends share. The song and the story woven through it is a tribute to the enduring strength of these bonds and the joy they bring during the festive season."

**Link to the TVC Campaign:** <https://youtu.be/9YTSS5_fUIg?si=PceYBFMm52FgIF1o>

**Agency Credits:** SVF Music

**About the brand:** Diageo India is the country’s leading beverage alcohol company and a subsidiary of global leader Diageo Plc. The company manufactures, sells, and distributes an outstanding portfolio of premium brands such as Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, The Singleton, Royal Challenge, McDowell’s No1, Smirnoff, Ketel One, Tanqueray, Captain Morgan and Godawan, an artisanal single malt whisky from India. Headquartered in Bengaluru, our wide footprint is supported by a committed team of over 3000 employees, 37 manufacturing facilities across states and union territories in India, a strong distribution network and a state-of-the-art Technical Centre. Incorporated in India as United Spirits Limited (USL), the company is listed on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India. For more information about Diageo India, our people, our brands, and our performance, visit us at [www.diageoindia.com](https://urldefense.com/v3/__http%3A/www.diageoindia.com__;!!OK3MsjU!yfR_1PPnQQcVUjpNZKUSTFyrFSMHfB-vspSRUGI5FxHBC1exrhkKV_0QJjJCRm__r81nyafuopEuTeRLlPR-2E69j-4IGzRo$).

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