

## Press release

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FOR IMMEDIATE RELEASE

### **Rivers are revolting, reminds Sintex**

*Sintex and DDB Mudra West's latest initiative #ReviveOurRivers hits the chord*

Link to the film: <http://bit.ly/2wQtBoW>

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The Indian civilization takes pride in its rich cultural heritage which flourished for ages due to its rivers. These rivers have been the backbone of our agrarian economy and yet, have been exploited and treated with utter disdain. Even the holy status bestowed upon these rivers have not deterred people from indiscriminately disposing sewage in these water bodies. With World Rivers Day being observed across countries, Sintex Industries and DDB Mudra West created the #ReviveOurRivers campaign to address and create awareness around this issue.

The film took the first step towards solving the impending crisis; by talking about it on social media. The hard-hitting digital film was intended to deliver a powerful message and get people thinking and pledge to preserve something that is essential for all our lives. This film has been directed by the renowned film maker, Abhishek Jain, who imparted his uniquely spellbinding narrative to the storyline and took it to a thrilling climax. Actress Anjali Patil, of the 'Newton' fame shared a special touch with her mere screen presence and expressions narrating the harrowing ordeal of the rivers.

The film begins with a mysterious lady in blue; approaching people from different walks of life, with an earthen pot in her hand. The gloomy backdrop and intense music gives a hint of the tragedy and the looming misfortune awaiting those people. She walks towards them inconspicuously and attacks them with black filth from her pot. The film progresses to show various news channels covering these freak incidents while questioning the identity and intention of the mystery lady. The screenplay moves to show the mystery lady proceeding towards a riverbank. The sound of her clinking anklet in the serene riverbed adds to the drama and piques curiosity. A security guard at the riverbank attempts to stop her, but is baffled as she mysteriously disappears while descending the steps around the riverbank. Her disappearance act in the river is followed by a powerful message - 'Imagine if rivers could revolt'. The film further educates the audience about the millions of litres of sewage disposal in our rivers and urges them to pledge to keep rivers clean, which ties back to the Sintex philosophy of 'Active Thinking'. The idea was to remind people about their inadequate actions to save the rivers.

The film has been receiving an appreciative response with a staggering 6.2M Views within a few days of its release apart from 36K reactions, 14K Shares and over 200 Comments on the brand's Facebook page alone.

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Sintex, a 1.2 Billion global organization and a leader in Plastics Technologies, aims to use the platform to create more awareness on issues that need to be brought to the public domain, in an effort to address them through meaningful conversations.

Sintex is amongst the world leader in textiles and manufacturing, and the organisation's philosophy of 'Active Thinking' trickles down to every function, every vertical and every individual involved with the Group. Sintex believes in the constant endeavour to think proactive, to innovate and find solutions, not just for the company but for the communities they live in.

Quoting on the campaign, **Rajiv Sabnis, Executive Director, DDB Mudra Group & Managing Partner, DDB Mudra West**, said, "There has been a clear need for a PPP (Public-Private Partnership) driven action plan for the cleaning of our Indian rivers for a long time. Sintex Industries wanted to contribute to this important movement, especially since they play an active role in waste management through their underground waste treatment solutions. The campaign was conceived as a pledge to keep our rivers clean through this active thinking. The campaign has awakened the conscience of Indian masses in a very short span of time with over 9.5 million views in two weeks. Launched on "World Rivers Day", we hope that this campaign rallies India into action and garners support of others who can help in cleaning our rivers."

### **About DDB Mudra West:**

The word 'Mudra' finds its origins in Sanskrit and stands for symbolic hand gestures to express attitude and beliefs. At DDB Mudra, it is used to express the agency's creativity and to celebrate its belief in humanity, collaboration and co-creation.

With a rich lineage of over 35 years, the agency has always a destination for talented people united by their belief in the power of creativity. Coupled with the DDB's global network strength, DDB Mudra offers remarkable solutions across media platforms to make clients more influential and to help them create conversations, inspire movements and influence change.

### **FOR MORE INFORMATION, CONTACT:**

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