

Have you ever celebrated India's birthday like your birthday?

August 15, the Indian Independence Day is the birthday of modern India

- Most of us (sometimes, none of us) have never celebrated India's birthday personally with the same excitement of celebrating our birthday.
- Today August 15 is a national holiday and our celebrations are mostly limited to flag-raising ceremonies.
- Majority of us never celebrated 'Independence Day' after leaving school.









India got independence on the midnight of August 15th,1947

HAVE YOU EVER CELEBRATED FREEDOM@MIDNIGHT?

The answer will be 'No'.

From 2024, we can celebrate our FREEDOM@MIDNIGHT.

We can awaken for our nation.

From 10 pm on August 14th till 1 am on August 15th, we can celebrate Independence Day with games, music, lights, balloons, cutting cakes and gifting cakes, sweets, sports goods and clothes.



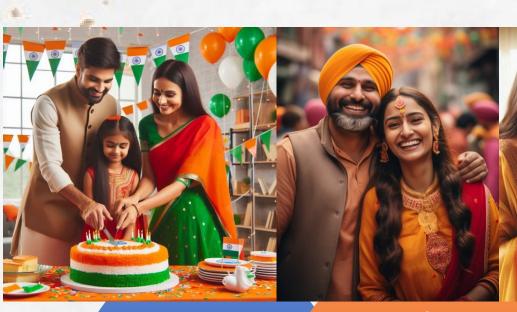






INDIAN INDEPENDENCE DAY & INDIAN INDEPENDENCE WEEK

(August 14 to August 20) by:



Celebrate

Independence

Day by cutting a Freedom cake at

your home or

office.

Buy and wear traditional Indian dresses during Indian Independence Week, especially khadi etc.

Gift traditional Indian dresses to your parents and kids.

Gift Indianmade sports goods to your parents and kids.

Gift Indianmade sweets to your kith and kin.





AUGUST 2024

SUN	MON	TUE	WED	THU	FRI	SAT
4	5	6	7 SWADESHI MOVEMENT	8 QUIT INIDA MOVEMENT	9	10
11	12	13	14	15 DNIGHT	PROUDLY INDIAN MADE IN INDIA	17 STUDY IN INDIA
18 FUNDAMENTAL DUTIES DAY	19 INDIA CAN	DREAM FOR INDIA	21	22	23	24

Theme of INDIAN INDEPENDENCE WEEK 2024 is BE A SMART INDIAN

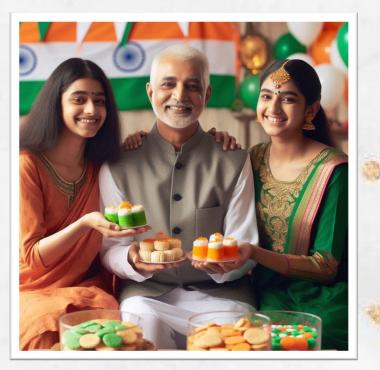
WHAT YOUR COMPANY CAN DO?

If you are a supermarket, hotel or baker,

Make and sell

'India Freedom Cake' and 'India Freedom Sweets'
to help your customers to celebrate India's birthday









Celebrate
Independence Day
with FREEDOM SWEETS



Celebrate the joy and pride of independence sharing our special India Freedom Sweets with loved ones.

Book your packs now!!





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AUG 16 | MADE IN INDIA DAY



"My nationalism is as broad as my swadeshi, I want India's rise so that the whole world may benefit."- Mahatma Gandhi.

 India is the largest producer of many goods like pharmaceuticals, autorickshaws and tractors. By spreading awareness about the positive things that India is known for and encouraging the use of these products, we can celebrate MADE IN INDIA DAY to show the world the quality, superiority, and significance of Made in India products.





AUG 7-16 | MADE IN INDIA WEEK



The Swadeshi Movement was officially proclaimed on August 7, 1905. This movement promoted using goods produced in India and promoted a culture of making in-house products.

HOW TO CELEBRATE!!

August 7 to August 16 can be celebrated as MADE IN INDIA WEEK and can be celebrated by

- using Indian products
- highlighting 'Made in India' products in supermarkets and other stores
- buying Indian products and sharing them on social media, etc.









We cordially invite you and your organization to celebrate

INDIAN INDEPENDENCE WEEK & MADE IN INDIA DAY

and to make India a better place to live & excel

Post your celebration pictures & videos on your social media by tagging us



#iiw & #freedomvibe







For more details and support, contact us at

+91 8139005259 or projects@playsmri.in

For celebration assets

www.smri.in/iiw



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