

# NEWSLETTER

Levi's® continues to push the boundaries of style and culture with its latest campaign, 'Easy in Levi's®'. Featuring Global Brand Ambassador, music icon and fashion trailblazer, Diljit Dosanjh. The work led by Kartik Katti and Tarini Vikram Singh, and creatively driven by Ajay Ramaswamy and the MakexBreak team Divya Saxena and Avantika Vishwanathan.

**Stanford Seed**

**We were chosen!**

Our company was among 79 selected for the Stanford Seed Transformation Program (out of 1,000+ applicants), a 10-month program focused on business growth. Led by Stanford faculty and advisors, we're gaining expertise in key business areas to scale our company.

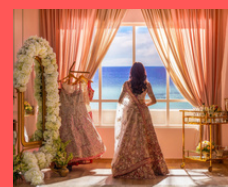


## The Fabulous Launch of Nilaya Anthology

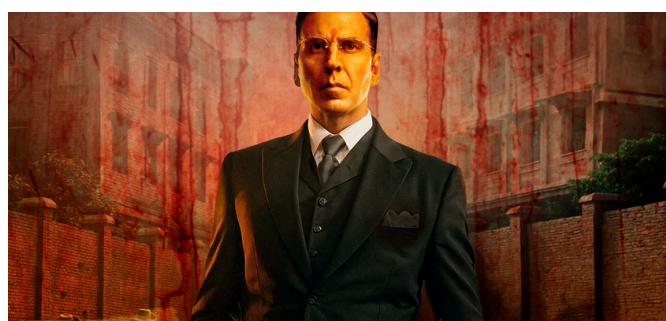
The CMD of Asian Paints, Amit Syngle, and Design Director Pavitra Rajaram presented the Nilaya Anthology, a blend of global design and Indian artistry. Key figures Gagandeep Kalsi, Rakinderjit Singh, and Preeti Jesudoss orchestrated the launch. The evening featured Javed Akhtar's poetry with Shabana Azmi, music by Tapi Project and Sheeta Chakravathy, and a dance finale by the Pia Sutaria Dance Company.

## All for Love

Balancing Act filmed a heartfelt All for Love Wedding Campaign, for Accor conceptualized and directed by Divya Palat, is a 3-minute film starring Gautami Kapoor. The campaign, embodying the sentiment "The things we do are ALL for LOVE," was made possible with the instrumental support of Pratima Badhwar & Zain Abadien from Accor. The timeless memories were captured by Vivan Bhathena.

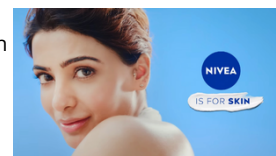


Max Fashion's vibrant collections, designed by Pooja Maheshwari and Kamakshi Kaul, were a highlight at Lakme Fashion Week, featuring showstopper Kalki Koechlin. CEO Sumit Chandna and Kalki also launched the "New New You!" campaign at a press conference led by Pallavi Pandey, Sandeep Shah, and Anirban Chakraborty, generating significant media attention. The "NEW NEW YOU!" campaign, was shot in Cape Town.



BAPL handled the Book copyrights and author's rights for 'Kesari Chapter 2,' based on Pushpa and Raghu Palat's book, 'The Case That Shook the Empire based on Divya Palat's great great grand father. The film stars Akshay Kumar, Madhavan & Ananya Pandey and is produced by Dharma Productions.

Nivea India partnered with Samantha Ruth Prabhu to launch their Luminous range, featuring Thiamidol, the first ingredient in India to visibly reduce dark spots.



Britannia launched Jim Jam Pop with Gautam Gambhir, and Zepto held a contest where Britannia released a Jim Jam Pops Special Edition Pack.

BAPL's NGO work continued with Save Our Strays and Pepper Cook Seva Kitchen and with time spent at Nehru Nagar MPS- a BMC School.

Every month we continue supporting causes we believe in via The Balancing Act Trust.

