

Jaypore Celebrates Mother's Day with Neha Dhupia; Launches Heartfelt 'Maaeri' Campaign



The campaign is a soulfully crafted tribute to evolving bonds, everyday empowerment, and the timeless strength of a mother's love.

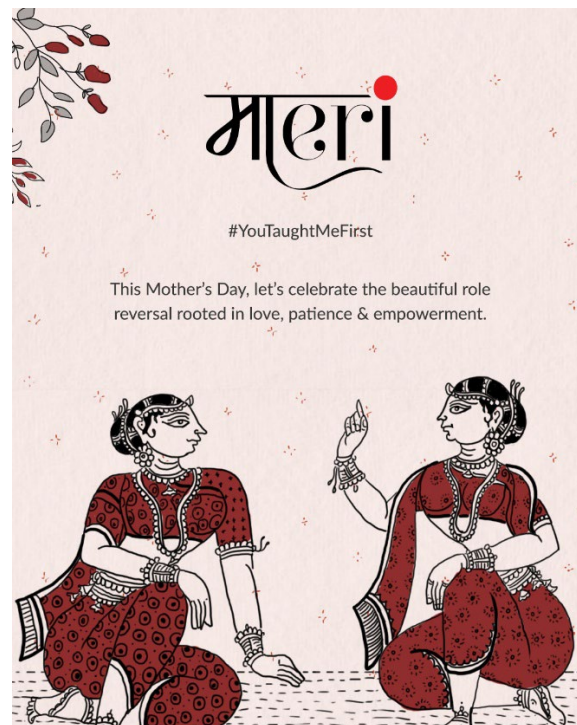
Delhi, 09 May, 2025: Jaypore, the artisanal lifestyle brand from Aditya Birla Fashion and Retail Ltd., has launched 'Maaeri,' a heartfelt Mother's Day campaign led by Neha Dhupia. The film beautifully captures the personal bond between a mother and her child, highlighting the warmth, authenticity, and nostalgia that comes with this unique relationship. It's a touching tribute to the deep connection and love that defines motherhood.

In a series of digital films led by Neha Dhupia and featuring other influential voices, 'Maaeri' beautifully captures the quiet role reversal in modern motherhood, where a child, once guided by their mother, now leads her through the digital world. From teaching QR codes to navigating filters and virtual carts, these small, everyday moments highlight the evolving bond between a mother and her child, filled with genuine emotion, authenticity, and a touch of nostalgic charm. It's a heartfelt tribute to the changing dynamics of motherhood in today's digital age.

At its core, 'Maaeri' carries a universal message: *You Taught Me First*. This campaign celebrates the evolving circle of love between a mother and her child, where empowerment flows both ways. With compassion, familiarity, and emotional depth, Jaypore invites us to honor the mothers who shaped us—who once guided us through a world they made easier to navigate, and now, in turn, we help guide them. It's a simple yet powerful reminder: to empower the woman who once empowered us.

Talking about the campaign, **Manu Gupta, Vice President & Brand Head, Jaypore** said, *“Our mothers once taught us to dream, and today, we’re teaching them to browse, swipe, pay, and post. This campaign is a tender celebration of those small, humorous, shared moments of learning — where roles shift, but love remains constant. ‘Maaeri’ is about honouring those quiet acts of everyday empowerment, where respect flows both ways.”*

With ‘Maaeri’, Jaypore highlights how the most meaningful moments often happen in the everyday, whether it's guiding a mother through new technology or simply sharing a laugh. It's a heartfelt celebration of motherhood, where strength, love, and learning are passed between generations.



Link to the campaign:

<https://www.instagram.com/p/DJT7IF2z3PC/>
https://www.instagram.com/p/DJWXAW9T_Xi/
<https://www.instagram.com/p/DJZTAqGzJ1R/>

About Jaypore

Jaypore is one of India’s leading destination brands for all things Craft and Artisanal across exquisite apparel, jewellery, and home products. India has a rich heritage of handmade crafts and traditional products. Jaypore as a brand is committed to designing, sourcing, and retailing authentic Indian products suited for a modern lifestyle. The brand hosts more than 30 crafts and curates them on its beautiful website www.jaypore.com along with 32 stores pan India.

In a very short time, Jaypore has become a well-respected brand in the artisan community for not only hosting authentic crafts but also taking them to a larger audience.

Apart from its own brand, Jaypore aggregates other artisan-based brands on its portal. Jaypore ships worldwide and has a global audience. At the heart of everything Jaypore does is the commitment to offering authentic products that elevate everyday life.

About Aditya Birla Fashion and Retail Limited

Aditya Birla Fashion and Retail Limited (ABFRL), part of the Aditya Birla Group, is India's leading fashion powerhouse, offering a distinguished portfolio of renowned brands and retail formats, catering to multiple high-growth segments. As of December 31, 2024, the Company has presence across 1,187 stores spanning 7.2 Mn sq.ft. retail space.

ABFRL's portfolio includes **Pantaloons**, one of India's most loved fashion destinations, and **Style Up**, a growing value retail format. The Company also operates **The Collective**, who commands a dominant position as one of the country's most influential multi-brand luxury retailers, with exclusive long-term tie-ups with global fashion brands including **Ralph Lauren, Hackett London, Ted Baker and Fred Perry**. **ABFRL has also partnered with Paris based Galeries Lafayette** to introduce a high-end luxury destination in India.

ABFRL is a market leader in branded ethnic wear, its portfolio includes **Jaypore, Tasva and TCNS brands** and it has forged strategic partnerships with India's top designers such as **Shantnu & Nikhil, Tarun Tahiliani, Sabyasachi, and House of Masaba**. Recently, the Company further expanded its ethnic wear leadership with the integration of **TCNS brands**, home to leading women's brands **W, Aurelia, Wishful, Elleven and Folksong**.

To address the evolving preferences of digitally native consumers, ABFRL is also building a portfolio of new-age, digital-first fashion brands under its tech-led venture **TMRW**. This platform collaborates with emerging entrepreneurs to co-create scalable fashion businesses in India's rapidly expanding fashion ecosystem.

For further information, please contact: Janet Arole, AVP & Head, Corporate Communications, Aditya Birla Fashion & Retail Ltd. | janet.arole@abfrl.adityabirla.com