THE WORK 1

NEW CAMPAIGNS INDIA

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The lowdown

Wagh Bakri Tea | Tea party Client Wagh Bakri Tea The commercial shows a few friends at home discussing the current state of affairs in Indian politics. One of the men **Agency Triton** expresses his frustration at the number of political parties Communications cropping up. A lady walks in with a tray of tea and says they CEO, national creative knows of a party that is the best. The other women join in. director Renton D'Sousa describing this part as kadak (strong), and one that will change their lives. The curious men ask as which party the ladies are referring to, and find that it's 'Wagh Bakri Tea Party'.

Credits