



MEDIA RELEASE

Tira's #ForEveryYou campaign celebrates beauty in all its forms

Unveils Kareena Kapoor Khan, Kiara Advani & Suhana Khan as faces of the campaign



#TiraForEveryYou TVCs-

- [Kareena Kapoor Khan](#)
- [Kiara Advani](#)
- [Suhana Khan](#)

Mumbai, 1st September 2023: Reliance Retail's recently launched omni-channel beauty retail platform, Tira, announced the launch of its first high decibel 360-degree campaign "For Every You" featuring Kareena Kapoor Khan, Kiara Advani and Suhana Khan.

Tira's "ForEveryYou" campaign serves as a tribute to the myriad roles, emotions and moods that individuals experience. The campaign aims to celebrate the role of beauty and how people use it to express themselves through these moments.

Kareena, Kiara and Suhana represent the different and unique versions of beauty, each featuring in a 30 second exclusive film. These films endeavour to accentuate how different mindsets, daily rituals and quirks make up a person and define their version of beauty. The campaign aims to inspire self-expression and empower individuals to explore and express their authentic self, no matter where they are in their journey of discovering beauty.

The "ForEveryYou" campaign is set to make a splash across prime media channels across the board including TV, outdoor, print, digital, events, in-store activations and on-ground activities in the coming months. With a carefully curated selection of best global and homegrown brands and exciting offers, promotions and gifts with purchase to compliment the launch campaign, a shopper on Tira is bound to be spoilt for choice.

Speaking on the campaign, **Isha Ambani, Director, Reliance Retail Ventures Limited**, said, "We've received an overwhelming response to Tira beauty since our launch in April 2023. With Tira, we aim to break down barriers in the beauty & skincare category and democratize beauty for consumers across segments. We're thrilled to welcome Kareena Kapoor Khan, Kiara Advani and Suhana Khan to the Tira family, and be part of our very first campaign, #ForEveryYou. This campaign is not just about beauty; it's about embracing individuality and encouraging everyone to own their beauty choices. Together, they represent Tira's brand promise and will inspire beauty enthusiasts across cultures and age groups to make Tira their preferred beauty destination."



<https://www.tirabeauty.com/>

ABOUT TIRA: Launched in April 2023 by Reliance Retail Limited, India's largest and most prominent retailer, Tira is the new omni-channel beauty retail platform powered by technology and customized experiences. Tira offers a curated assortment of the best global and home-grown brands, making it the go-to destination for all things beauty.

The platform's website and app are easy to navigate, with a clear and clutter free interface that allows customers to browse products by category, brand, or concern. Customers can also access beauty content, tips, and tutorials, making it a one-stop-shop for all their beauty needs. Best in class personalisation tools ensure users see products, offers and content that are more relevant to their interests and purchase patterns. The offline stores offer a range of curated services and latest beauty tech tools, including makeup and skincare consultations, virtual try-ons, personalized beauty routines, and tutorials for Tira's signature looks. Highly trained beauty advisors ensure that customers get the most out of their shopping experience and find the products that work best for them.

ABOUT RELIANCE RETAIL LIMITED:

Reliance Retail Limited (RRL) is a subsidiary of Reliance Retail Ventures Limited (RRVL), the holding company of all the retail companies under the RIL (Reliance Industries Limited) group. RRL and other subsidiaries and affiliates of RRVL, operate an integrated omni-channel network of over 18,500 stores and digital commerce platforms across Grocery, Consumer Electronics, Fashion & Lifestyle and Pharma consumption baskets. RRVL has partnered with over 3 million merchants through its New Commerce initiative. Reliance Retail Limited is the only Indian retailer in the global Top 100 and amongst the fastest growing retailers globally as per Deloitte's Global Powers of Retailing 2023.

RRVL reported a consolidated turnover of ₹ 260,364 crore (\$ 31.7 billion) and net profit of ₹ 9,181 crore (\$ 1.1 billion) for the year ended March 31, 2023.

Media Contacts:

Apoorva Shetye- apoorva.shetye@ril.com

Manish Bhatia- manish.b.bhatia@ril.com