

# Advertising Calendar - 2025

## January

- 1st January (New Year's Day): Promote festive offers and new arrivals.
- 26th January (Republic Day): Showcase patriotic-themed collections or tricolor-inspired designs.

## February

- 14th February (Valentine's Day): Campaigns for gift ideas, discounts on couple-themed outfits, or red-themed collections.
- Delhi College Fests: Promote trendy, youthful collections for students attending fests at DU, JNU, and IPU.

## March

- 8th March (Women's Day): Celebrate women with discounts or special editions.
- Holi (March): Focus on vibrant, colorful collections or ethnic wear.

## April

- Navratri & Ram Navami (Dates Vary): Highlight ethnic and festive collections.
- Delhi Spring Festivals: Promote light, floral-themed outfits suitable for spring.

## May

- Wedding Season: Focus on bridal and party collections.
- 12th May (Mother's Day): Offer discounts or special campaigns for mothers.

## June

- Pre-Monsoon Sales: Run summer clearance sales and promote lightweight monsoon-friendly collections.

## **July**

- Delhi Monsoon Fairs (e.g., Pragati Maidan events): Highlight monsoon collections or accessories.

## **August**

- 15th August (Independence Day): Showcase tricolor-inspired styles.
- Raksha Bandhan: Campaigns for traditional festive outfits.

## **September**

- Ganesh Chaturthi & Onam (Dates Vary): Highlight ethnic wear for these festivals.

## **October**

- Durga Puja & Navratri (Dates Vary): Campaigns for traditional and fusion festive wear.
- Delhi Food and Shopping Fests: Target event attendees with exclusive offers.

## **November**

- Diwali (Dates Vary): Promote grand festive collections with pre-Diwali sales.
- Karwa Chauth: Focus on sarees, lehengas, and festive jewelry.

## **December**

- 25th December (Christmas): Showcase winter collections and holiday offers.
- 31st December (New Year's Eve): Promote party wear collections.