



## Cashing in on Diwali and Eid!

Specialists in online ethnic marketing

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Some of our successful clients

John Lewis

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ASDA

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International Money Transfer

Muslim Hands

Many household names have been cashing in on religious festivals such as Diwali and Eid. In Britain, Hindus and Sikhs celebrate Diwali much as they do in India. As Diwali gains in popularity, many people of non-Indian descent have been joining in the celebrations.

### Dates for your Diary ...

Diwali - 26th October 2011

Ramadan - 1st to 30th Aug 2011

Eid - 30/31 Aug 2011



### NEWS

Overseas news titles in the UK are seeing double-digit growth and beginning to compete with homegrown publications, according to figures from UKOM/Neilsen.

The top 40 news sites rankings by unique UK visitors for May 2011, revealed a **124% growth for India Times**.

**Diwali** in the UK, as in India, the is a time for:

- Cleaning and decorating the home
- Exchanging sweets and gifts
- Preparing festive meals
- Staging fireworks displays

The festival has become a **time for serious shopping** due to extended family groups. Diwali is the most celebrated festival in India, is also associated as the **largest gift giving and shopping** festival in India. The tradition of exchanging gifts is quite prominent as Diwali is associated with **prosperity**. This tradition has been harnessed by marketers in recent years.

Retailers expect sales to **increase substantially** in the weeks before the festival. Mainstream retailers such as greeting card companies are selling Diwali cards and gifts also.

Publishers that we  
work with

THE TIMES OF INDIA



indiatimes



rediff.com



**Eid-ul-Fitr** ('Breaking of the Fast') is one of the most important festivals in the Muslim calendar. There are now more than **2 million Muslim** residents and growing, in Britain.

Muslims are not only celebrating the end of fasting (**Ramadan**), but thanking Allah for the help and strength that he gave them throughout the previous month to help them practise self-control.

The celebratory atmosphere is increased by everyone **wearing best or new clothes**, and also **cleaning and decorating** their homes. Gifts are also exchanged during the celebrations and a **special celebratory meal** - eaten during daytime, the first daytime meal Muslims will have had in a month.

Not surprisingly, advertisers such as Asda have seen a growth in sales of their ethnic products - **46% year on year increase** during Ramadan.

Businesses such as **air travel, international calling, money transfer** and **charities** actively market to these communities during this period, as there is an increase in use of these activities.

So what better way to target this vibrant affluent community than through Indoor Media's AdMasala network which reaches **3.3 million users in the UK?**

**Contact us for more details -  
0207 125 0007**