

BECAUSE THERE'S NO PLACE LIKE HOME

As part of its 'Upload & Transform' engagement program, Godrej Interio gave actor, director and choreographer Prabhu Deva's family home a complete makeover





A house is not just where you live; it's a place that makes you feel alive. It's where every corner has a memory tucked away. It's where the air wraps around you in a secure embrace. Even the walls and furniture seem to understand your myriad moods. And in some cases, it's a space that generations have called home. Godrej Interio, India's largest furniture-solutions brand, was quick to pick up on the emotions people attach to their homes and launched its biggest consumer campaign: 'Upload & Transform'. Now in its fifth season, it took the country by storm. People were asked to upload pictures of their living spaces and share their aspirations and ideas on what they'd like to do with their homes. A few lucky ones won a home makeover from Godrej Interio. The response was tremendous and grew season after season.

The fifth season of this country-wide campaign began with the makeover of actor, director and choreographer Prabhu Deva's family home in Mysuru. The superstar

wanted to fulfil his parents' dream of living in a luxurious yet cosy home. "I wanted to transform their lives with colour and happiness. This is when I came across Godrej Interio's 'Upload & Transform' campaign. The team turned my dream into reality," said the multifaceted actor.

This campaign has given Godrej Interio a unique platform to interact with its consumers on a personal level, giving the brand an in-depth insight into the dreams and design sensibilities of the participants. Not only has it changed people's living spaces but has also reinvented the brand, from being a furniture manufacturer to a home creator.

**UPLOAD &
TRANSFORM** **5**
SEASON

For more information, visit <http://www.godrejinterio.com/transform>