



Press Release

SNV Shoppee Launches 'Pujo'r Gaan'

- Kailash Kher Lends His Voice To 'Namō Durgē' To Kindle The Durga Puja Spirit -

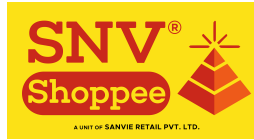
Kolkata, 27th August, 2021: SNV Shoppee, the newest formed retail chain from the house of **Sanvie Retail Private Limited**, has launched the Durga Puja Song, **Namō Durgē**, celebrating the spirit of the biggest festival of West Bengal and celebrated across India. Renowned playback singer, **Padma Shri, Shri Kailash Kher** has lent his sonorous voice that rightly captures the essence of the festival, which is the most awaited time of the year all across the India.

The month of autumn brings clear skies with fleecy clouds, hopes of a bountiful harvest and a spirit of celebration with itself. Durga Puja leads to a month long series of festivals, which becomes a time of coming together for all Bengalis alike. To kick start the season of rejuvenation and celebration, it is essential to dress for the same in new garments and thus, Durga Puja shopping is regarded as an indistinguishable part of the bodacious celebration of festivity and devotion. It is along this line of thought that the theme for the song is centered.

“We are way beyond excited to launch SNV Shoppee’s first ever Durga Puja Song, ‘Namō Durgē’ and expect the song to receive much love from the audience in abundance. The song aims to focus on the festive spirit of our consumers. As we have just launched our retail chain SNV Shoppee, we intended to give something special to the culturally rich citizens of Bengal. Time immemorial, Bengalis have a strong affinity towards music and Pujo songs have their different charm altogether. Thus we decided to come up with a Pujo - themed song. As Kailash Kher, one of the most accomplished and powerful singers of our time, has not been much exposed to Bengali songs, we thought of him to be the best person to render ‘Namō Durgē’. He indeed has exceeded our expectations with his superlative singing. We also had full faith in our music composer who has come up with a catchy tune”, said **Mr. Varun More, Managing Director, Sanvie Retail Pvt. Ltd.**

Since the song is written using both Bengali & Sanskrit language, Kailash Kher’s pronunciation and command over Sanskrit has elevated it to a different height. We hope that the song is able to do justice to the range of emotions exuded during Durga Puja and gets inscribed in the hearts of the listeners forever”, said **Mr. Alok Kumar More, Chairman, Sanvie Retail Pvt Ltd.**

‘Namō Durgē’ has been composed by Music Director, **Arin** and the lyrics penned by **Suprotim Dey**. The video of the song, directed by **Shibram Sharma** has been shot across varying locations of the City Of Joy and features prominent actors, namely **Sanvie More, Viyan Lohia, Noah Sharma, Shreema Bhattacharjee, Riya Ganguly, Sneha Ghoshal, Shreeradhe Khanduja, Tanmoy Bhattacharya, Shadman Khan, Tasha K**



'Namo Durge', The Durga Puja song that essentially captures the heart and soul of Bengali nostalgia, is available across all leading, digital music platforms like YouTube, Gaana, Damroo App, Youtube Music, Spotify, Jio Saavn, Apple Music, Amazon Prime, etc.

About SNV Shoppee:

SNV Shoppee is an organized value retail chain run by Sanvie Retail Pvt. Ltd., a part of More Group. SNV Shoppee is a one-stop destination that strives to offer customers a wide range of products at an affordable price, all under one roof. **SNV Shoppee** curates' exclusive designs for its customers, ranging from everyday necessities to sophisticated office wear, from versatile ethnics to comfy loungewear to a stunning new line of athleisure wear. The main objective of SNV Shoppee is to bridge the economic gap by making high-quality apparel that can be affordable by the masses. Presently, **SNV Shoppee** has 20 flagship stores accompanied by 55 marketed stores across West Bengal, Assam, Uttar Pradesh, Madhya Pradesh, Jharkhand, Bihar, Odisha, Tripura and New Delhi.

About More Group:

More Group started its operations in the year 1946 and were into manufacturing of easy to wear Apparels and concerned fabrics under the brand name of Shyam Sunder Satyanarayan. Founded by Late Shri Satyanarayan More, the Group was a pioneer in bringing denim to India and making it a commonplace fashion product.

Late Shri Satyanarayan More believed that the denim would be a future fabric which would be worn by every farmer in India as he moved to denims from traditional fabrics. A new vertical named Denimagic was thus formed in the year 1989. It was one of the first denim processing plant in India with a modest production and developed to be largest in Eastern India and become one of the largest in India with technology and machinery purchased as early as 2004 from Spain and Turkey. This vision was what started evolving More Group in alignment with the international fashion revolution.

More Group developed another factory named Mayur Processors in 1996, based on demand and supply. Following that, in the year 2000, they began garment production as a 100 percent export-oriented unit to serve the United States, the Middle East and South American nations. More Group in 2009, launched two new apparel brands named 'Appleeye' & 'Mornee' for the Indian consumers to cater to the fashion segment. In 2017, More Group launched Kolkata's Biggest Indoor Amusement Park for Kids named 'Whooppee'. They developed another garment processing plant (Third Plant), which is currently the largest and most modern processing unit in Eastern India and one of the largest in India. Combining Denimagic and Mayur's Production More group boast highest capacity for denim processing in India.

In the year 2021, the group made a step ahead to fulfil their long-held ambition of foraying into the retail industry by establishing a new retail business called Sanvie Retail Pvt. Ltd.



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