

## ITC salutes mothers with 'Stay Strong Moms' campaign

The theme of the #StayStrongMoms germinated with the belief that mother is the warmest superpower, and that Mom's Magic helps mothers work their magic that makes everything feel right...

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ITC's Sunfeast Mom's Magic has hosted a virtual musical concert under #StayStrongMoms campaign to pay tribute to mothers, who are keeping their families cheerful and safe during such challenging times.

As part of the campaign, Mom's Magic created a platform where eight renowned music artists and their families came together to spread cheer amongst the women of the house. The concept of the show was to connect live from the celebrity singer houses and chat with them and their families, especially the mothers in the house, and perform in a virtual concert to cheer the mothers of India.

Artists including Padma Shri Kavita Krishnamurthy, Padma Shri Usha Uthup, Akriti Kakar, Harshdeep Kaur, Anweshaa, Ankita Bhattacharyya, Ankita Kundu and Gayatri Kunal Ganjawala collaborated with the brand for this initiative.

Ali Harris Shere, chief operating officer, biscuits and cakes, foods business division, ITC Foods, said, “To salute and celebrate the spirit of motherhood and tell them that the world needs their magic more than ever; we have dedicated #StayStrongMoms campaign to all the revered mothers. We are extremely grateful to all the artists for magnanimously being a part of this fulfilling initiative.”