**Press Release**

**Senco Gold & Diamonds celebrates the festival of homecoming through its latest Gossip Durga Puja campaign and offers**

**Kolkata, October 4, 2023** – It’s that time of the year when people across India, especially Bengalis, travel back home to be together with their loved ones and to celebrate the biggest festivity of the year - the Durga Puja. It’s the time of homecoming not only for Goddess Durga but for non-resident Bengalis too. It’s also the time to dress up and celebrate the festive spirit.

In keeping with this spirit, Senco Gold & Diamonds, a leading pan-India jewellery retailer with a legacy of over five decades, announced the launch of a new Durga Puja campaign to promote its festive collection under its Gossip brand of fast-moving, fashionable and easy-to-wear silver jewellery.

The new campaign film captures the homecoming spirit and passionate exuberance of Bengalis during Durga Puja, highlighting the perfect blend of tradition and modernity that is reflected in the celebrations as well as in the jewellery designs. The campaign film follows a trendy young woman who lives and works in a different city, but comes home to Kolkata during Durga Puja to celebrate her Bengali roots, bringing with her Senco Gold & Diamonds’ Gossip jewellery as presents for her family members with a memorable music in the background which is a refreshing take on a classic Rabindra Sangeet.

**Mrs. Joita Sen, Director and Head of Marketing & Designs at Senco Gold & Diamonds**, said, “*Durga Puja is more than just a festival, it is an occasion which unites Bengalis across India. The beauty and the spirit of Durga Puja is such that it is best enjoyed when spent together with families and friends. Our Gossip campaign and collection is dedicated to all those daughters and women who would be reuniting with their families and loved ones, coinciding with Maa Durga’s descent to Earth.”*

**Piyash Ghosh**, **Director & Cinematographer, Bang On Content** said, “*Making a Durga Puja film is always a joy, especially when it’s for a brand like Senco Gold & Diamonds, which always encourages us to push the boundaries of storytelling & creativity. As an artist, it is a pleasure to showcase products that celebrate artistry, while capturing the spirit of our favourite festival*!”

Link to view the campaign – <https://www.youtube.com/watch?v=cAmAK3gJxiM>

To add to the festive spirit, Senco Gold & Diamonds has the following on offer for its customers: -

* Buy 3 Get 1 Free offer - Customers can buy 3 and get 1 piece of jewellery absolutely free (lowest price free) on the Gossip range.
* Making charges discount - Customers can avail 10% discount on making charges on Silver jewellery items

These offers will be available at all Senco Gold & Diamonds showrooms and on its online platforms [sencogoldanddiamonds.com](https://sencogoldanddiamonds.com/) and mygossip.in

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