

## Prega News enter into new partnership with SpiceJet

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Prega News from Mankind Pharmaceuticals has recently announced an innovative initiative for expectant mothers. The brand has partnered with SpiceJet to launch a series of initiatives to make air travel for pregnant women more comfortable and enjoyable.

As part of this initiative, a SpiceJet aircraft Boeing 737-800 Series has been fully body wrapped with Prega News branding. From the time tickets are booked until they reach their destinations, expecting mothers will be pampered and cared for with utmost attention by the SpiceJet team in this uniquely branded aircraft.

Announcing this unique initiative, Rajeev Juneja, CEO, Mankind Pharma said, “Prega News is a leading brand in pregnancy detection kits. Our focus has always been women and how to make life comfortable and easy for expectant mothers. Through our campaigns, we acknowledge one of the most beautiful stages of a woman’s life, which is ‘Motherhood’. In our first campaign, we had highlighted issues concerning pregnant women and work place challenges. The current campaign is about taking care and pampering pregnant women during the travels. We are sure our campaigns will connect with our target audience and touch an emotional chord leading to a changing dynamic in the workforce.”

Debojo Maharshi, Chief Marketing Officer SpiceJet shared, “SpiceJet is excited to be associated with Mankind Pharma in their upcoming campaign for expecting mothers. We, at SpiceJet felt that this was a unique initiative as well as an opportunity to do our bit for the ‘real creators’ that are there with us that is, mothers! Being a partner in this integration, SpiceJet is pledging its prime real estate i.e. plane wrap for the integration. The wrap will cover both sides of the aircraft. We feel that this wrap will add the gravitas behind the initiative and give the much-deserved impetus to it.”