



Vicks celebrates the power of parenthood beyond social norms.

The Universal Essence of Motherhood.



Mumbai, Maharashtra, September 3, 2024: Vicks India sets in motion the launch of a thought-provoking ad campaign – “Generations of care”. The brand has embarked on a path to make a compelling case for transgender rights as well as the concept of parenthood being universal.

Covering a true riveting story, the ad film features -Gauri Sawant, a transgender activist from Mumbai who is the founder of Sakhi Ghar Chowghi Trust, established in the year 2000. Sawant the adoptive mother of Gayatri was the first transgender person to file a petition in the Supreme Court of India to legalize the process of adoption for transgender people.

The ad delves into the perspective of Sawant’s daughter, Gayatri, who eloquently express her love towards her mother, who happens to be a transgender woman combating the atrocities of a prejudiced society.

Supporting the objective of the campaign a spokesperson from P&G said, “We want consumers to recognise that everyone has a right to family and that wherever there is care, that bond is a family. This bond can be between people who are close to each other and go beyond just biological ties. Vicks has therefore adopted this bold and progressive stance—that above all else, it is care that is the ultimate definition of what a family is.”

This campaign by P&G ‘s Vicks has established the TouchOfCare Fund that is intended to act as a helping hand to Gauri Sawant’s initiative ‘Nani ka Ghar’, wherein she takes orphaned children under her care with all the funds it receives.

‘Every child deserves the touch of care’- this 3-minute ad aims to foster important conversations about inclusivity, motherhood and adoption leaving the viewers with a lasting impact while also ticking the boxes of endearing wholesomeness.

About **VICKS®**

The P&G owned brand creates products that emphasize on family care. It is the manufacturer of the first and most sought after VapoRub. Vicks has spent over 125 years curating a family of brands comprising of products with each member of the consumer’s family in mind.

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