

Mathrubhumi spreads World No Tobacco Day message via Ambient Installation in Kochi City

Kochi, 1st June, 2017: Mathrubhumi Group Kerala's formidable media group spread the message of Anti- Smoking in Kochi city through an ambient – installation placed at Vytilla junction in Kochi, Kerala.

The objective of this campaign is to create awareness among public about the harmful effects of tobacco. The installation is created in shape of a ticking time bomb, with the dynamites replaced by cigarettes, the 'Cigarette Bomb' reminds people about the after-effects of smoking. The cigarettes used in the model were made using PVC pipes and a timer clock was attached on both sides. The caption on the installation read 'every second you smoke a cigarette, you're getting closer to death'. The underlying message of the installation, suggesting that smokers are like a ticking bomb.

The installation is created by Maitri Advertising and is a joint effort of Kochi city police and Corporation of Kochi in association with Mathrubhumi.

About Mathrubhumi:

Mathrubhumi has successfully straddled tradition and technology in assimilating change from 1923 to our social media era. The evolution from letterpress to frontier advances in media has been made without sacrificing human values bequeathed us by our founders who fought in the Indian Independence movement and championed pioneering social reforms. Nine decades on and in to 21st century, we enrich the lives of millions of Malayalam readers. We cater to them with 16 editions, including from Dubai & Qatar, a books division, and 11 periodicals running the gamut from culture to entertainment. Built on strong journalistic ethics and high aesthetic outlook offering multi-platform, multigenerational experiences. Mathrubhumi is not only a fast growing publishing house of repute but also a corporate entity in the mass communication industry. It has struck deep roots in the hearts of every Malayalee household through various engaged entertainment platforms mainly print, radio (Club FM), television (Mathrubhumi News & Kappa TV), online (Mathrubhumi.com) & digital. For more info log on to www.mathrubhumi.com

For more info contact

Anupam Luthra
Manager - Public Relations
Mathrubhumi Printing & Publishing Co Ltd
E mail – anupam@mpp.co.in, Phone – 0484 - 2531708