

## **PRESS RELEASE**

### **Flurys Celebrate Diwali – The festival of Lights**

It is that time of the year when festivities are all lined up one after the other and the entire nation is painted with the festive mood. Kolkata is known to be devoted to life; celebrating each festival as it comes with fun, frolic and passion.

Charged with the **festive fervour**, Flurys is all set to welcome the festival of lights “**Diwali**” in its own unique way.

This year **Flurys** has come up with a whole new idea of **gifts and new varieties of enticing delicacies**, as they play the integral part to edifice this festive spirit. To mark the occasion, Flurys is all set to launch its new array of mouthwatering **cookies including almond, cashew and pistachio with the delicious variation of raisins, spices and chocolate chips and scrumptious handmade chocolates like truffles, fondants, marzipan flavoured with nuts, raisins and ground coffee.**

If this is not enough, then one has a lot of options in the gift packaging where one can try the **boxes with only chocolates or only cookies and also boxes with the combination of both cookies and chocolates.** Perfect for both corporate and personal gifting, a completely innovative yet appealing buy; this will surely be a huge hit season. The beautifully packaged boxes come with reasonable price tags to cater to all sorts.

Diwali is perhaps the most well-known of the Indian festivals: it is celebrated throughout India, as well as in Indian communities throughout the diaspora. It usually takes place eighteen days after Dusshera. It is colloquially known as the "festival of lights", for the common practice is to light small oil lamps (called **diyas**) and place them around the home, in courtyards, verandahs, and gardens, as well as on roof-tops and outer walls. In urban areas, especially, candles are substituted for diyas; and among the nouveau riche, neon lights are made to substitute for candles. The celebration of the festival is invariably accompanied by the exchange of sweets and the explosion of fireworks. However, in all this frenzy of shopping and eating, the steady, burning lamp is a constant symbol of an illuminated mind.

As with other Indian festivals, Diwali signifies many different things to people across the country. In north India, Diwali celebrates Rama's homecoming, which is his return to Ayodhya after the defeat of Ravana and his coronation as the king; in Gujarat, the festival honors Lakshmi, the goddess of wealth; and in Bengal, it is associated with the goddess Kali. Everywhere, it signifies the renewal of life, and accordingly it is common to wear new clothes on the day of the festival; similarly, it heralds the approach of winter and the beginning of the sowing season.

Flurys has taken the idea of exchanging sweets a step forward as the entire idea is to make it contemporary. And while doing so, the sweets are substituted with the rich, delicious and yummy chocolates and cookies. Children love it and adults find it very tempting. So if you have a sweet tooth and an irresistible itch towards chocolates, you know where to come.

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