

| DATE            | DAY       | PLATFORM     | INSTRUCTIONS                   | CONTENT TYPE | TOPIC  | COPY  |
|-----------------|-----------|--------------|--------------------------------|--------------|--|---|
| FEBRUARY        |           |              |                                |              |  |   |
| 16-February-202 | Tuesday   | LinkedIn - 1 | <a href="#">Scooby Doo GIF</a> | Image        | What is Thela Gaadi? [Brand Story]               | <p>Let's give you a glimpse of Thela Gaadi</p> <p>It's the summer of 1993 — You've just woken up and switch on your big-boxed cable TV and while you sip some Rasna, your mom shouts at you for not showering (because, hey, Scooby Dooby Doo... kahan chupa tu....) — Nostalgic much?</p> <p>That's what our brand is all about — Nostalgia. Simplicity. Happiness.</p> <p>We take you to a place where you will find memories coupled with vibrance and innocence of your childhood.</p> <p>.</p> <p>Why?</p> <p>Because, in the busy adulting mess that we're in, our childhood is cuddled in our hearts. Brought to the surface with fond, old memories... Happiness is what we call it in simple words</p> <p>At Thela Gaadi, we try to box it all into our products — cutesy socks, comfy boxers and more coming soon!</p> <p>.</p> <p>Which is your favorite memory of your childhood? Comment below!</p> <p>#productdesign #retailers #brand #madeinindia</p> <p>#childhood #life #love #happiness #thelagaadi</p> <p>P.S. — Follow the [link in comments] for a glimpse into your childhood!</p>   |
| 17-February-202 | Wednesday |              |                                |              |  |   |
| 18-February-202 | Thursday  | LinkedIn - 2 |                                | Text         | How was Thela Gaadi founded? [Personal Anecdote] | <p>"Inspiration comes not only from within ourselves but also from watching lives around us." — Anthony T. Hincks</p> <p>There's an interesting story behind how Thela Gaadi was inspired and founded — I was vacationing in Thailand... And the country is known for its amazing clothing range.</p> <p>So, on one of such shopping sprees with my family, I came across some Panda and Hello Kitty printed socks. They were cute and comfortable. And... they were for adults, not kids! Which made them – unique!</p> <p>And that was it. My AHA Moment!</p> <p>Fascinated by the funky socks, the idea of selling something similar in India came to my mind. 2 reasons —</p> <ol style="list-style-type: none"> <li>1. There wasn't any such product in my country. Yes, there were cartoon socks, but just limited to children!</li> <li>2. Other such brands dealing in merch collection only focused on T-Shirts, diaries, etc. — and not on socks particularly.</li> </ol> <p>.</p> <p>On my way back, socks were all that I had in mind. (Funny souvenir to bring back!)</p> <p>I knew I was onto something... And before my motivation could die, I acted upon it.</p> <p>I, along with a couple of my friends, started Thela Gaadi as a side hustle along with my 9 to 5 programming job</p> <p>#business #startups #retailers</p> <p>We did have our shares of challenges. To know how we overcame them, stay tuned to #thelagaadi</p> |
| 19-February-202 | Friday    |              |                                |              |  |   |

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| 20-February-202 | Saturday | LinkedIn - 3 |  | Text | Thela Gaadi:<br>The story behind the name! | <p>“Thela Gaadi? Why did you choose this name?!” — You too might be wondering what’s in this name — So, here’s why...</p> <p>You already know what our brand is about —<br/>Nostalgia<br/>Simplicity<br/>Happiness</p> <p>So, it was clear that:</p> <ul style="list-style-type: none"> <li>— We wanted something in line with that feeling.</li> <li>— Complicated, fancy names wouldn’t do!</li> <li>— It had to be fun, quirky, catchy: something which every Indian could relate to!</li> </ul> <p>But, what could it be?... I pondered. Trying on every name.</p> <p>Happy Feet — we were more than just socks.<br/>Bachpan — we weren’t a children’s brand.<br/>Nostalgia — we weren’t selling albums or anything in that line.</p> <p>No name sounded right. Till this image came up...</p> <p>Chaat, imli, paani puri, toys, balloon game, ring game, buddhi ka baal, gun wali game, maut ka kuan... i.e. MELA</p> <p>— और मेले के ठेले में सब मिलता था</p> <p>Ask anything and there was a Thela Gaadi for it. It signified:<br/>Memory of getting what we liked!<br/>Thela was limitless.<br/>It was close to our hearts</p> <p>A cart full of memories from our childhood    And there it was... Thela Gaadi!</p> <p>We had found the perfect name.</p> <p>Which was your favorite memory of childhood? Comment below</p> <p>#business #retailers #startups #name #memory #innocence #childhood #thelagaadi</p> |
| 21-February-202 | Sunday   |              |  |      |  |  |

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| 22-February-202 | Monday    | LinkedIn - 4 | Cartoon Network Socks | Document / Carousel | Cartoons & Thela Gaadi: Bringing in Fun Factor & Nostalgia | <p>Cartoon Network on Channel No. 29 — I couldn't recall math tables that I had memorised 100s of times... but cartoon channels' numbers were known by heart to me I guess that's the story with every Indian kid (If you deny, you lie )</p> <p>The Flintstones, Tom n Jerry, The Powerpuff Girls, Scooby Doo... our time table was set</p> <p>Then, we grew up. And eventually, cartoon timetables were replaced by Excel Spreadsheet Tables; slowly losing that simplicity in the humdrum of adulting life...</p> <p>But, hey! Can we tell you something?</p> <p>You don't need to take out your photo albums or search for toons on YouTube to relive your childhood.</p> <p>हम हैं ना</p> <p>That's why we got the idea of using cartoon characters: like Scooby Doo, Shaggy, Flintstones. Because, they were not just toon characters — but a part of our childhood, a part of us!</p> <p>.</p> <p>We cannot bring back those days, but we sure can recreate it...</p> <p>See your favourite cartoon characters come to life with our bright, quirky socks and boxers!</p> <p>Just head to thelagaadi.com and order your favorite character's merchandise</p> <p>#retailers #business #startups #madeinindia #thelagaadi</p> |
| 23-February-202 | Tuesday   |              |                       |                     |  |  |
| 24-February-202 | Wednesday | LinkedIn - 5 | Socks Lookbook        | Document / Carousel | "Adding color to life" with TG's bright collection         | <p>We colors! And we've made sure Thela Gaadi gives you a color for every mood...</p> <p>Yellow: for your unending positive energy...<br/> Red: for your heartfelt passion and love...<br/> Blue: for your calmness and serenity...<br/> Pink: for your kindness filled heart...</p> <p>And when all these moods are coupled with sweet childhood memories and nostalgia, it can only be a "pawwrrriiii"...</p> <p>(We thought why not bring this trend here too! )</p> <p>.</p> <p>The quirky color collection not only adds life to your wardrobe and outfits — but also makes you feel more lively and enthusiastic.</p> <p>Btw, did you know there is a chemical called "serotonin" in your body which when released gives you a boost of happiness!</p> <p>Fun fact: Bright colors play a huge role in releasing this chemical. And honestly, who would want to wear boring colors anyway.</p> <p>So, pump up your mood (and life!) with our super-fun, colorful merchandize and show off your different moods everyday.</p> <p>Get your boost of happiness from thelagaadi.com</p> <p>Tell us what's your mood today? We're a forever yellow</p> <p>#life #colors #happiness #nostalgia #thelagaadi</p>                      |
| 25-February-202 | Thursday  |              |                       |                     |  |  |

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| 26-February-2021 | Friday   | LinkedIn - 6 | Boxer Shorts Image | Image | Introducing Boxers Collection | <p>Are you ready to make the move? From sock season to boxer season ... It's time to upgrade your wardrobe, people! With some breezy and colorful boxers!</p> <p>Thela Gaadi presents you with the it's newly launched Boxers Shorts Collection!</p> <p>The blend of your favorite toon characters and colors... filled with memories and laughter in one place</p> <p>Packing for a beachy vacation?<br/>Having a night's stay?<br/>Working from home?</p> <p>Boxer is your answer</p> <p>.</p> <p>Thela Gaadi's colorful Scooby-Doo and Flinstone boxer shorts collection is a perfect choice for your casual vacation, a homestay, or any outfit you wish to pair it with!</p> <p>(pssst... did we tell you that they're the comfiest and look so damn good?!)</p> <p>Thela Gaadi also offers sets where you get your favorite character's boxers and socks coupled together. How awesome is that?</p> <p>Okay, now you know the drill of where to get you sets from, right?</p> <p>#life #startups #business #happiness #workfromhome #thelagaadi</p> |
| 27-February-2021 | Saturday |              |                    |       |                               |   |
| 28-February-2021 | Sunday   | LinkedIn - 7 |                    | Text  | Why Socks?                    | <p>People often ask us — What did you find so special in socks? Why did you choose socks specifically?</p> <p>Here's the story:</p> <p>We had these 3 factors in front of us —</p> <p>[1] Socks were always seen as a "formal" accessory.<br/>[2] Who even notices socks?<br/>[3] Making a simple clothing piece like socks so funky wasn't very usual.</p> <p>And we wanted to change that. So, we seized the opportunity — Carpé socks-iem!</p> <p>.</p> <p>Because, we believe when exhibited in a fresh manner, even little things like socks can make a huge difference and pop out the other side of your personality</p> <p>So, why be plain grey when you can be yellow, red, blue, green</p> <p>Want to unveil your fun side?</p> <p>Head to thelagaadi.com — close your eyes, point your finger, the sock you pick shows your personality ... We swear it works! Try for yourself.</p> <p>#happiness #childhood #cartoons #thelagaadi</p>   |
| 1-March-2021     | Monday   |              |                    |       |                               |   |

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| 2-March-2021 | Tuesday   | LinkedIn - 8 | Socks Lookbook (With Tom&Jerry, Justice League, Hello Kitty, Simpsons socks) | Document / Carousel | Sock for every mood              | <p>I am feeling like Superman today ... Full of energy, enthusiasm &amp; courage! But, sometimes I feel like Fred from The Flintstones ... Chilling with Dino, living simply, with a tinge of craziness ——— Do I sound crazy to you?</p> <p>Umm... what if we tell you that you can feel whoever you want and Thela Gaadi has got a sock for your every mood.</p> <p>Goofy? — Tom &amp; Jerry<br/>Cute? — Hello Kitty<br/>Dramatic? — Simpsons<br/>Suspicious? — Scooby-Doo</p> <p>Not sure what you are feeling? Just mix up the socks!</p> <p>Still not convinced?</p> <p>Check out our Boxers' collection too! — The wide range of pop colors in &amp; make your favorite toon character show up perfectly, on a different level.</p> <p>So, what are you feeling today?</p> <p>Comment below: what's your mood and we'll recommend a perfect sock pair for you —</p> <p>Superwoman? Flash? Tom? Jerry? Batman?</p> <p>Don't forget to mention the color to feel a little extraaaaaa...</p> <p>#happiness #superman #wonderwoman #thelagaadi</p>   |
| 3-March-2021 | Wednesday |              |  |                     |                                  |   |
| 4-March-2021 | Thursday  | LinkedIn - 9 | <a href="#">Tom&amp;Jerry GIF</a>  | Image               | Were Tom & Jerry really enemies? | <p>"Mom, look Jerry!!!" — that's what we used to call a mouse when we were kids (did you do that too?!)</p> <p>Tom &amp; Jerry, without a doubt, still remains our favorite cartoon — It never gets old!</p> <p>Remember, how we loved seeing their silly fights &amp; (super-rare) moments of affection! And wondered if they were really enemies?</p> <p>A viral theory on Social Media quotes — "Tom and Jerry are best friends. But Tom has to pretend to hate Jerry in order to protect (Jerry) so Tom's owner doesn't replace him with another cat that actually wants to kill Jerry."</p> <p>Did you know this? We were in absolute awe after reading it.</p> <p>But, in the end, it turned out to be just a theory &amp; not a proven fact</p> <p>.</p> <p>But, theory or not, our childish viewpoints should remain uncomplicated... just like our childhood! Keeping in line with that, we have kept Tom &amp; Jerry intact through the cutesy socks range</p> <p>[With a dash of pop colors to enhance your personality!]</p> <p>Go and grab a pair (or more) and enter the T&amp;J fandom on thelagaadi.com</p> <p>#cartoons #tom&amp;jerry #nostalgia #warnerbros #thelagaadi</p> <p>Fun Fact: Did you know Tom &amp; Jerry were originally named Jasper and Jinx!</p> |
| 5-March-2021 | Friday    |              |  |                     |                                  |   |
| 6-March-2021 | Saturday  |              |  |                     |                                  |   |

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| 7-March-2021  | Sunday    | LinkedIn - 10 | <a href="#">Flintstones GIF</a> | Image | Socks, Shorts, & Sundays                                   | <p>Bryan Adams said: "Those were the best days of my life"... and I couldn't help but think of Sundays!</p> <p>What's the best thing about Sunday? — Obviously, waking up late. No matter how old I am, this little thing will always be my guilty pleasure!</p> <p>.</p> <p>I remember in my 4th grade, my usual weekday routine would be to wake up at 7 AM — follow the school routine (set up by mom ) — and sleep at 9:30 PM max.</p> <p>But, Sundays were different ... These were the days that I planned for — waking up late, having breakfast for lunch, showering late (or not ), being in my cozy shorts, &amp; paring it up with funky socks.</p> <p>Well, I try to relive those Sundays now as well. You ask how?</p> <p>Simple — just wake up at lunch hour, get dressed in quirky shorts &amp; socks from Thela Gaadi, &amp; put on your favorite cartoons! Sunday = Simplified</p> <p>.</p> <p>In the rush of making our future secure, we often forget to live in the present.</p> <p>Live. Enjoy your moments. Get in touch with your childhood innocence.</p> <p>Adulting can wait! (At least for Sundays!)</p> <p>Right?<br/>#nostalgia #happiness #thelagaadi</p>  |
| 8-March-2021  | Monday    |               |                                 |       |  |  |
| 9-March-2021  | Tuesday   | LinkedIn - 11 | <a href="#">Lagaan GIF</a>      | Image | "Best childhood memory": extend on simple days & nostalgia | <p>Last week was one of the pleasant evenings I have had witnessed in a long time.</p> <p>I decided to go out &amp; take a stroll in the park. The lush green grass &amp; trees were so soothing. Sitting on the bench, I noticed an empty play area &amp; curiously looked out for kids around.</p> <p>Not surprisingly... I saw a bunch of them in the corner engaged in their phones! And I didn't want to be a 'moral police' &amp; say "हमारे ज़माने में तो ऐसा होता था..." — But, that did take me back to my time in the park as a kid.</p> <p>Such simple times, right? — As kids, we only looked forward to gathering with friends &amp; playing पिट्ठू गरम [I wonder if kids today still play that ]</p> <p>We also had so many games lined-up to play — विश-अमृत, I spy [ice-pice!], stapoo — but so little time. But, the extreme drama happened on Sunday — the cricket day!</p> <p>If you are a 90s kid, you might resonate with:</p> <p>...first ball trial होता है</p> <p>...जिसका bat, उसकी first batting!</p> <p>...जिसने ball दूर मारी, वही लेके आएगा</p> <p>...one tip one hand rule</p> <p>Our game always ended up either fighting or our moms' scolding us to come back &amp; study. And that's something we all will always miss.</p> <p>Well, that was my little tale from my childhood.</p> <p>Tell me your tales from the joyous days! Would love to know. Comment below.</p> <p>#chilhood #nostalgia #90skid #thelagaadi</p> |
| 10-March-2021 | Wednesday |               |                                 |       |  |  |

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| 11-March-2021 | Thursday | LinkedIn - 12 | Egg Socks Image | Image | Egg Socks (Breakfast theme) | <p>Egg for breakfast, lunch &amp; dinner? — Bring it on!!</p> <p>Question: How do you like your egg? Scrambled? Sunny side up? Omelete? Hard or Soft boiled?</p> <p>If you ask me — I like sunny side up It gave me a feeling that I was going to have a bright and shiny day.</p> <p>And now, I just don't eat sunny-side up eggs... I wear them too. Confused? Let me explain!</p> <p>Well, in these work-from-home times you gotta add some quirk to your routine, right? — For this, Thela Gaadi has these cutesy Eggs socks range that just brightens up your day always.</p> <p>The range has tiny bright coloured eggs embroidered on them that definitely add funkiness to your OOTD. I am sure you don't want to miss this egg delight that we offer.</p> <p>So, go and grab this delicious pair of socks from <a href="http://thelagaadi.com">thelagaadi.com</a> &amp; click a funky picture (tag us, obviously) &amp; show off your love for eggs</p> <p>#eggs #happiness #socks #thelagaadi</p> |
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**CONTINUED IN MARCH**

| DATE          | DAY      | PLATFORM     | INSTRUCTIONS        | CONTENT TYPE | TOPIC                                       | COPY   |
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| MARCH         |          |              |                     |              |   |  |
| 12-March-2021 | Friday   |              |                     |              |   |  |
| 13-March-2021 | Saturday | LinkedIn - 1 | <a href="#">GIF</a> | Image        | Holi: Childhood v/s Adulthood               | <p>Holi is coming!!! — and Holi for me is synonyms for fun, friends, &amp; shenanigans</p> <p>Growing up, my Dadi would retell us the tale of Holika Dahan. I really enjoyed the retelling and would try to decipher the story in different ways every time.</p> <p>I used to be so excited for the festival, that I started to count down for the D-day</p> <p>.</p> <p>Remember, how Holi used to be about filling water balloons, hiding colours, attacking passersby, gulping gujiyas — basically, enjoying and celebrating life and its many colors, without giving a hoot to the world.</p> <p>A lot has changed since then. 'Coz adulthood happened...</p> <p>Today, holi has just been reduced to a day off, have drinks &amp; food, watch some TV. Now, we just count days for an important meeting or even just a holiday</p> <p>The real essence of Holi has faded somewhere...</p> <p>I just wish we don't forget our roots completely &amp; change the actual significance of the festival</p> <p>.</p> <p>Time cannot be reversed, I know. But, it can be re-lived.</p> <p>By remembering the essence of the festival &amp; following its traditions and remaking those old memories... may be, get back with long-lost friends, or even not use mobile phones for a while!</p> <p>What do you think? Tell me your best Holi tale as a kid &amp; how has it changed now?</p> <p>#holi #nostalgia #festival #ThelaGaadi</p> |
| 14-March-2021 | Sunday   |              |                     |              |   |  |
| 15-March-2021 | Monday   | LinkedIn - 2 | <a href="#">GIF</a> | Image        | The horror of Holi falling in between exams | <p>March marches... and 2 things associated with March are Holi and EXAMS! — I believe a majority of you know the pain</p> <p>As soon as the date sheet was announced, I curiously looked for the exam falling around Holi. And wished for 2 possibilities here:</p> <ul style="list-style-type: none"> <li>— Exams end before Holi, or...</li> <li>— GK exam to be around Holi</li> </ul> <p>The thing I never wished for— Math or Science exam to be around that time ... Who would want to hold textbooks instead of pichkaris?</p> <p>But, I was lucky enough to play Holi — of course after spending several days convincing my parents for it (totally worth it though!)</p> <p>Well, the real struggle wasn't just this — it was when you were allowed to play but your friends had exams ... All the planning for the water balloon war, strategies to combat the battle, &amp; Holi playlist were gone to trash.</p> <p>Now, the mission was to convince your friend's parents...</p> <p>.</p> <p>This was my Holi falling in between exams every year story. What did you do when Holi fell during exams? Comment below</p> <p>#indianfestivals #exam #holi</p> <p>P.S. – The students of class 10th and 12th had totally different scenarios here — requesting not to pull that string</p> <p>#ThelaGaadi</p>   |

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| 16-March-2021 | Tuesday   |              |                     |       |   |  |
| 17-March-2021 | Wednesday | LinkedIn - 3 | <a href="#">GIF</a> | Image | Exam vs Holi: which one to prepare for?                         | <p>Exam Vs Holi: Which event to prepare for? — Exams, of course (Did we even have a choice?)</p> <p>For me the feelings remained ambivalent — should I get excited for Holi or nervous for exams? Because, no matter how well you are prepared for exams, Holi was a big no-no amidst such circumstances.</p> <p>बीमार पड़ गए तो... बुखार हो गया तो...</p> <p>Consider yourself lucky if you were done with exams before Holi</p> <p>Remember convincing your parents for days and weeks to let you play Holi... and that nothing would happen to your health! Sometimes, they gave in. Most of the times, exams won the battle!</p> <p>.</p> <p>But... even though we missed out on actual Holi celebrations, we made sure to bring gulal to school on the last exam — I remember the basketball court was full of colors splashing around &amp; our uniforms in different shades.</p> <p>This makes me wonder how simpler life was — the only worry we had was Holi between exams &amp; not choosing a career out of confusion.</p> <p>Tell us, your story of Exam vs Holi? Was it notebooks or pitchkari?</p> <p>#holi #nostalgia #exam #festival #ThelaGaadi</p> |
| 18-March-2021 | Thursday  |              |                     |       |   |  |
| 19-March-2021 | Friday    | LinkedIn - 4 | <a href="#">GIF</a> | Image | Struggle of convincing parents to let us play holi amidst exams | <p>What is the greatest struggle you have had in your life as a kid? Mine was — convincing parents to let me play Holi amidst the exams.</p> <p>I tried several tactics to convince them — even told them I will top the subject if they let me play</p> <p>[Tbh, this was the worst statement I even made to convince them]</p> <p>But, I wasn't alone in this struggle — my friends had a fair share of convincing my parents &amp; getting me out of the house.</p> <p>Because we were prepared for such situations — today it's me, last year it was my other friend.</p> <p>So, during such times we always had —</p> <p>‘आंटी, थोड़ी देर खेलने दो, शाम को पक्का पढ़ लेगा’</p> <p>But, whom were we fooling? Our parents — who are aware of the tiniest activity we do!!!</p> <p>.</p> <p>Luckily, my parents were cool enough to trust me on this &amp; let me play Holi, because — hey, it's Holi, it just comes once a year!</p> <p>I know we all have faced this situation, but I want to know what tactics did you use to convince your parents?</p> <p>#parents #festivals #holi #indianfestivals #ThelaGaadi</p>   |
| 20-March-2021 | Saturday  |              |                     |       |   |  |

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| 21-March-2021 | Sunday    | LinkedIn - 5 | <a href="#">GIF</a>  | Image | Holi prep in childhood: Nostalgia | <p>Piles of colors, pichkaris, baskets of water balloons, &amp; hustle-bustle of the crowd — We were all set for Holi!</p> <p>My Holi always started a week ago with my Dad buying me my favorite pichkari of different styles every year</p> <p>And of course, the pichkari was to be tested beforehand — targeting my friends!</p> <p>The D-day always started with 2 major tasks—<br/>— looking for old clothes to ruin &amp;<br/>— lathering oil on the whole body and hair!</p> <p>Done with the above two? — now, grab your weapon &amp; head out to war. The best part was gathering all your friends to kick-off the celebrations.</p> <p>My friends and I believe in having coloured faces the whole day — if you see someone washing off their face make sure to double coat the color next time.</p> <p>.</p> <p>In every neighbourhood there used to be rival gangs &amp; Holi became their war day. The war happened from each other's balconies — with the attacks of water balloons. With just 1 rule — whichever gang runs out of balloons first LOSES</p> <p>I wonder if kids these days still experience the joy of these little things.</p> <p>What were your holi preparations like? Did you too prepare for a neighbourhood फुगगा war?</p> <p>Tell us in the comments.</p> <p>#holi #festivals #childhood #ThelaGaadi</p> |
| 22-March-2021 | Monday    |              |  |       |                                   |  |
| 23-March-2021 | Tuesday   | LinkedIn - 6 | Gift Box Image + insert active link to order gift box at end of the post | Image | Friends & Holi                    | <p>“Wishing you &amp; your family a happy and colorful Holi” — Do you too receive such messages on festivals?</p> <p>Technology has its ups, but... it has changed many things too! Like receiving a formal festival wish from a childhood friend instead of... meeting &amp; celebrating together.</p> <p>.</p> <p>I remember, on Holi as my friends &amp; I gathered to celebrate we would hug each other tightly to wish happy Holi. — But, today it is limited to just a text message. Everybody is busy with their jobs, living in different cities, &amp; rarely visiting hometowns.</p> <p>Festivals aren't the same anymore.</p> <p>.</p> <p>.</p> <p>.</p> <p>But, this year let's make sure it will be different. — let's revisit our childhood days, enjoy the older times &amp; live worry-free.</p> <p>Let's go down the memory lane, take a breather, and soak in the nostalgia (and gujia!)</p> <p>.</p> <p>This Holi Give yourself the gift of nostalgia, simplicity, and happiness! — memories bundled in a box...</p> <p>Gift them to yourself. Or send one to your friend! Tell us, how are you planning to reconnect with old buddies?</p> <p>Place an order here: &lt;link&gt;</p> <p>#friends #childhood #friendship #gift #holi #ThelaGaadi</p>   |
| 24-March-2021 | Wednesday |              |  |       |                                   |  |
| 25-March-2021 | Thursday  |              |  |       |                                   |  |

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| 26-March-2021 | Friday    | LinkedIn - 7 | Gift Box Image + insert active link to order gift box at end of the post | Image | Scrumptious Holi delights: gujiya, pakoda, chat, sweets, etc.   | <p>Indian festivals are incomplete without traditional delicacies. And Holi is no different</p> <p>As a kid, I remember my mother preparing Holi snacks like gujiya, malpua, dahi-vada, etc. a day before Holi. And I would look for instances to sneak in and taste them</p> <p>On Holi playing day... we would hop at each other's places. Aunties would lovingly feed us different dishes, till our stomachs were overloaded. And then, off for water-balloon fight!</p> <p>The day would always end with having a large glass of 'special' Thandaai or 'Shivji ka Prasad' [for elders, of course] — and we kids were happy with our Roohafza.</p> <p>Reminiscing Holi as an adult feels like being in a wonderland back then — just a bunch of carefree kids living one day at a time. And, I believe the joy of celebrating festivals amplifies when we share them with others.</p> <p>The best way to come together is to bond over food and festivities</p> <p>Tell us, what was your favorite Holi snack that reminds you of the good old days?</p> <p>#food #nostalgia #snacks #holi #simplelife #ThelaGaadi</p> <p>Make your Holi celebrations complete with Thela Gaadi's Gift Boxes with a pair of socks, boxers, and loads of memories! Order one here: &lt;link&gt;</p> |
| 27-March-2021 | Saturday  |              |  |       |   |   |
| 28-March-2021 | Sunday    |              |  |       |   |   |
| 29-March-2021 | Monday    |              |  |       |   |   |
| 30-March-2021 | Tuesday   | LinkedIn - 8 | <a href="#">GIF</a>  | Image | The fear of going to school with pink colored(holi colour) skin | <p>So, now Holi is over. You &amp; your friends are colorful monkeys and enjoying that look</p> <p>But deep inside you are fearful about what your teacher is going to say ... Ahh, that feeling is indescribable! — For me, the best part was flaunting the pink hands in school even though teachers scolded. But, the fact was the intensity of the colors decided our level of enjoyment, especially on the ears and face</p> <p>And, the brighter the color the greater the enjoyment level.</p> <p>I admit... initially I used to get embarrassed by my pink face — but seeing my best friend in the same situation gave me joy [followed by a mental hi-fi ]</p> <p>Unlike others, I never hurried to get the pink color off my body — just to show my wholesome love towards this vibrant festival &amp; how much I enjoy it.</p> <p>Well, you too have similar stories of the after Holi effect? Come on, reminisce those tales in the comments</p> <p>#holi #school #indianfestivals #nostalgia #ThelaGaadi</p>   |
| 31-March-2021 | Wednesday |              |  |       |   |   |

**CONTINUED IN APRIL**

| DATE         | DAY      | PLATFORM     | INSTRUCTIONS                        | CONTENT TYPE | TOPIC                                | COPY  |
|--------------|----------|--------------|-------------------------------------|--------------|--------------------------------------|---|
| APRIL        |          |              |                                     |              |                                      |   |
| 1-April-2021 | Thursday |              |                                     |              |                                      |   |
| 2-April-2021 | Friday   | LinkedIn - 1 | <a href="#">GIF</a>                 | Image        | School & Summer: First Day of School | <p>New books , bag , stationery , tiffin — the most exciting things about the new school session</p> <p>Exams ended in March, results declared in 15 days and boom! Book list of the next session arrived. I was more enthusiastic about new accessories &amp; seeing friends than starting a new session.</p> <p>.</p> <p>I remember my father taking me to the store to get books, copies, cartoon name stickers, stationery [and a complimentary ice cream on the way back!]</p> <p>Amongst all this, my major concern was getting my favorite cartoon's name sticker &amp; bag. But, choosing only one toon character was difficult — Dexter, Powerpuff Girls, Flintstones, Tom &amp; jerry... all were (and still remain to be) my favorite. (After all, showing off fandom was super-important )</p> <p>Then arrived the most exciting day: the FIRST DAY of the new session!</p> <p>The feeling of stepping into a new class gave a sense of us getting older. But, who cared. The joy of meeting my friends after a month was unexplainable</p> <p>The whole day was about:<br/> ...discussing new cartoons.<br/> ...showing new books.<br/> ...meeting new teachers.<br/> ...making those indexes in new notebooks!<br/> ...anything but study</p> <p>How would you define your excitement for the new school session?</p> <p>Share in the comments.</p> <p>#school #books #summer #ThelaGaadi</p> |
| 3-April-2021 | Saturday |              |                                     |              |                                      |   |
| 4-April-2021 | Sunday   |              |                                     |              |                                      |   |
| 5-April-2021 | Monday   |              |                                     |              |                                      |   |
| 6-April-2021 | Tuesday  | LinkedIn - 2 | <a href="#">Sock Wash Bag Image</a> | Image        | Sock Wash Bag                        | <p>Adulting is hard — No, not because of work and cooking and finances. But... spending my entire day looking for that lost sock while doing laundry</p> <p>Do you know a person loses 1.3 socks per month in laundry, which equates to 15.6 socks each year? And it matters. Especially when it's our favorite sock</p> <p>.</p> <p>Fret not. @Thela Gaadi has got you (and your socks) covered — We thought of making it right for you with a simple solution... with a SOCK WASH BAG.</p> <p>A special bag for washing your special socks pairs to avoid them from losing each other doing laundry. No more single socks!!!</p> <p>Cool, isn't it?</p> <p>The best part:<br/> — wash, dry, store with the bag,<br/> — no sock damages,<br/> — high-quality material, &amp;<br/> — never lose a sock, again!</p> <p>...so just throw the sock bag in the laundry &amp; chill.</p> <p>Go buy it NOW. Limited stocks available at Thela Gaadi</p> <p>#innovation #business #socks #ThelaGaadi</p>   |

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| 7-April-2021  | Wednesday |              |    |      |                                |  |
| 8-April-2021  | Thursday  |              |    |      |                                |  |
| 9-April-2021  | Friday    |              |    |      |                                |  |
| 10-April-2021 | Saturday  | LinkedIn - 3 | -- | Text | Company Value - Sustainability | <p>TheIa Gaadi: Company Anecdotes (Part 1)</p> <p>Let's take you behind the scenes (BTS) of what goes on in the company...</p> <p>As a company, we've always tried to fulfill what our consumers want. At the same time, we do realize that we owe a huge responsibility towards our planet</p> <p>.</p> <p>And we've been conscious about it right from when we started. To keep in line with that, we opted for sustainable packaging</p> <p>For which, we have taken these steps:</p> <ul style="list-style-type: none"> <li>Adopted sustainable materials for packaging</li> <li>Focused on minimal packaging design</li> <li>Implemented guidelines for sustainable packaging</li> </ul> <p>What difference does packaging make? — LOADS, we say!</p> <ul style="list-style-type: none"> <li>Reducing carbon footprint</li> <li>Improving storage space</li> <li>Impacting brand image (positively) &amp;</li> <li>Eliminating plastic contains</li> </ul> <p>.</p> <p>Sustainable packaging is a holistic way of developing, using, &amp; recycling-reusing packaging materials. And it's just the start. We aim to build more such ways to make our brand more sustainable</p> <p>What strategies have you established to make your brand sustainable?</p> <p>Share them</p> <p>#sustainabilitymatters #sustainability #circulareconomy #ecofriendly #packagingdesign #innovation #sustainablebusiness #packaging #TheIaGaadi</p> |
| 11-April-2021 | Sunday    |              |    |      |                                |  |
| 12-April-2021 | Monday    |              |    |      |                                |  |
| 13-April-2021 | Tuesday   |              |    |      |                                |  |

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| 14-April-2021 | Wednesday | LinkedIn - 4 | -- | Text | Company Value - Our Pillars | <p>Thela Gaadi: Company Anecdotes (Part 2)</p> <p>I have been telling you about our products and what we believe in. Our work reflects our beliefs, we are sure our family (you!) very well know what values do we stand by.</p> <p>Quality</p> <p>Providing the highest quality product and service to our consumers, we've stood by this since our inception.</p> <p>Innovation</p> <p>We started with toon-themed socks when nobody else was doing that in the market. Since then, we've always worked towards innovating simple yet effective products [like our recent launch 'sock wash bag'].</p> <p>Passion</p> <p>Our ambition. The love of what we do. And who we serve... This is our continuous source of inspiration and driving force.</p> <p>.</p> <p>Our values define us. No matter how hard the situation gets, our values keep us going And, Thela Gaadi also has an unsaid business value — LOVE</p> <p>Packed with compassion, our boxes don't just deliver products, we aim to give love &amp; nostalgia.</p> <p>#companyculture #quality #innovation #passion</p> <p>#business #ThelaGaadi</p> |
| 15-April-2021 | Thursday  |              |    |      |                             |   |
| 16-April-2021 | Friday    |              |    |      |                             |   |
| 17-April-2021 | Saturday  |              |    |      |                             |   |

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| 18-April-2021 | Sunday    | LinkedIn - 5 | <a href="#">GIF</a>                       | Image | Powerpuff Girls Socks    | <p>Sweet, spice, and everything nice — And then, Professor Utonium accidentally puts in: Chemical — When I was a kid, I honestly thought Chemical X was name of some chemical for real</p> <p>And thus were born Powerpuff Girls — Blossom, Bubbles, &amp; Buttercup (cue: powerpuff girls music playing in the background!)</p> <p>.</p> <p>As I reminisce about these 3 characters, I wonder how differently I perceive them now. Especially their personalities:</p> <ul style="list-style-type: none"> <li>Blossom – leader &amp; brave</li> <li>Bubbles – joyous &amp; kind</li> <li>Buttercup – fighter &amp; energetic</li> </ul> <p>And above all, they were brave.</p> <p>Setting an example for all our kids to fight our own battles and destroy all the Amoeba Boyz and Mojo Jojos.</p> <p>Never realized what set off as a leisure cartoon could teach out life lessons like 'em.</p> <p>.</p> <p>Which Powerpuff Girl did you most resonate with? Comment below!</p> <p>#nostalgia #cartoon #business #ThelaGaadi</p> <p>Btw, we've just launched our Powerpuff Girls socks collection for you to show off your brave, fighter personalities to the world — Order one NOW at <a href="http://thelagaadi.com">thelagaadi.com</a></p>  |
| 19-April-2021 | Monday    |              |   |       |                          |  |
| 20-April-2021 | Tuesday   |              |   |       |                          |  |
| 21-April-2021 | Wednesday |              |   |       |                          |  |
| 22-April-2021 | Thursday  | LinkedIn - 6 | Dexter Socks Image or <a href="#">GIF</a> | Image | Dexter's Sock Collection | <p>Okay. Who remembers Dexter &amp; Dee-Dee? They aren't just cartoon characters but our typical next-door siblings — Their fights, annoying each other, one always ruining each other's work but eventually getting back together... we all have been there.</p> <p>Honestly, I feel your sibling is a pain only when you are trying to mind your own business... like Dee-Dee (seriously! I could feel Dexter's pain)</p> <p>...when she got access to Dexter's lab amidst his experiments &amp; asked "Oooh, what does this button do?" &amp; pressed it.</p> <p>Here, the theme song fits well: Par Dee-Dee iske experiments karti hai bekar...aur fir gamm aur dukkh ka samaan chhaa jata hai...</p> <p>.</p> <p>Such fighting &amp; chasing happened mostly during summer vacations. Fighting over:</p> <ul style="list-style-type: none"> <li>TV timing (and remote!!!)</li> <li>Filling water bottles</li> <li>Mango pieces</li> </ul> <p>...and our mom would go crazy the whole time! With her typical dialogue:</p> <p>“दोनों एक एक लाठी ले लो. मार दो एक दूसरे को...”</p> <p>But, you know what — we couldn't do without our sisters and brothers. Dexter was indeed incomplete without DeeDee. What say?</p> <p>Here's to sibling love — and to make it all the more special, we are introducing Dexter's Laboratory socks. Wear them yourself, or gift them to your sibling... reminiscing the goofiness you shared.</p> <p>#nostalgia #cartoons #summer #ThelaGaadi</p> |

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| 23-April-2021 | Friday    |              |                     |       |   |  |
| 24-April-2021 | Saturday  |              |                     |       |   |  |
| 25-April-2021 | Sunday    |              |                     |       |   |  |
| 26-April-2021 | Monday    | LinkedIn - 7 | <a href="#">GIF</a> | Image | School & Summer: Relishing Rasna after school               | <p>चुभती जलती गर्मी का मौसम आया — Remember this ad jingle? Play this on TV and you knew summers had arrived.</p> <p>But, for me, summers meant our season's favourite — Rasna ... Remember how mom stored Rasna concentrate in a bottle &amp; gave us our treat right after we came from school. And the best part was when she made ice cubes out of Rasna — it was heavenly.</p> <p>But, the right to have Rasna was given to us, only if we promised to be good kids throughout the day, which meant:</p> <ul style="list-style-type: none"> <li>— shower on time (on holidays!)</li> <li>— fill water bottles (you know: हर घर की कहानी, कहा गया पानी )</li> <li>— fill up cooler &amp;</li> <li>— finish homework without mum telling us!</li> </ul> <p>...simple! (not so much!)</p> <p>.</p> <p>What's your favourite School &amp; Summer memory? Comment below</p> <p>#summer #beverage #india #nostalgia #ThelaGaadi</p>  |
| 27-April-2021 | Tuesday   |              |                     |       |   |  |
| 28-April-2021 | Wednesday |              |                     |       |   |  |
| 29-April-2021 | Thursday  |              |                     |       |   |  |
| 30-April-2021 | Friday    | LinkedIn - 8 | <a href="#">GIF</a> | Image | School & Summer: Last day of school before Summer Vacations | <p>The last day of school before summer vacations was both exciting (holidays!) &amp; blue (no friends!) But, we made sure to make the day memorable before parting off</p> <p>At an unannounced party, we all used to bring special meals and had a little party at recess... sharing each other's tiffins &amp; sipping cold drinks! And the teachers had fun with us too.</p> <p>It was our undeclared yet official no study day.</p> <p>Though, teachers did give a lot of holiday homework, eventually, the class would turn into a "fish market"!</p> <p>(Comment "YAAS" if you remember that phrase!)</p> <p>.</p> <p>© We played games, sang songs, vacation plans, hobby classes to join, places to travel... And waited for the last bell to ring to rush towards the school gate!</p> <p>Oh... sweet ol' memories. How I wish to live those days again</p> <p>Already reminiscing about school?</p> <p>Share your best memories of April with us in the comments below</p> <p>#school #food #cartoon #nostalgia #ThelaGaadi</p> |

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