



## Bring out the author in you with '12undertwelve' by Unlimited

**Bangalore, 12 July 2018:** Unlimited, from the house of Arvind, brings '12undertwelve'—a story writing competition for children up to age of 12. The winning stories will be featured in a book published by FunOkPlease. The call for entries for this activity ends on 17<sup>th</sup> July. Entries for the contest can be submitted online on <http://www.unlimitedfashion.co.in/unlimitedstories/> or via email to [12undertwelve@gmail.com](mailto:12undertwelve@gmail.com).

Conceived with an intention to revive the dying art of storytelling which has been an integral part of the Indian culture, the initiative actively encourages children to develop their own story writing skills. The participants will get to write stories on interesting topics which will be an exciting and inventive learning experience for them.

Shekar CS, CEO, Unlimited, Arvind Brands Limited, said, "12undertwelve was envisioned to create a platform for children to pen down their ideas into a story. It is important for us to enable kids to not only be avid readers, but to actively engage them to be story writers. Tapping into their aspirations and fantasies to write a story gives children a chance to relay their vision of the world, making them more confident and creative."

The jury for the competition includes **Preeti Vyas**, founder – FunOKPlease and an experience of 50 years in the writing and publishing industry; **Vinitha Ramchandani**, columnist for 'Mumbai for Kids' in Mid-Day and author of more than 18 books for children and **Lubaina Bandukwala**, founder- 'Peek A Book Lit Fest' for kids and has authored children's content for TOI, DNA, Scholastic, FunOKPlease and Harper Collins.

The initiative is a continuation of the 'Art of storytelling' initiative held in May where interactive storytelling workshops were conducted across brand stores in cities like Bangalore, Hyderabad and Chennai. Children participating in the storytelling workshops got a chance to interact with well-known storytellers who have practiced the art of storytelling thoroughly for a considerable period in their lives.

For more details visit [here](#)

### **About Unlimited:**

Unlimited – the family fashion store, from the trusted house of Arvind, is a front-runner in the value apparel retailing concept. It is known for affordable and quality fashion for the entire family. As one of the major players in this segment Unlimited has a network of over close to 99 power format stores spread across 45 cities/towns in India. Over the last two years, Unlimited has forged ahead and further strengthened its brand portfolio by offering both private and international apparel brands. Unlimited strives to understand the changing needs and preferences of the value conscious consumers and wishes to exceed expectations and enhance lifestyles by offering an unprecedented mix of value, variety, quality and style.

### **About Arvind Limited:**



Arvind Limited is one of India's largest integrated textile and apparel company with a strong presence in branded garments. It is one of the largest manufacturers and exporters of textile products with a turnover of US\$ 1.7 billion. Arvind has an unmatched portfolio of owned brands such as Flying Machine; as well as licensed product brands such as Arrow, GAP, Gant, Izod, Aeropostale, Nautica, US Polo Assn., to name a few. The portfolio also includes retail brands like Unlimited, The Arvind Store, The Children's Place and Hanes.

**For Further information, please get in touch with:**

**Edelman**

Anuradha Chandrasekaran | +91 9739391917 | [Anuradha.Chandrasekaran@edelman.com](mailto:Anuradha.Chandrasekaran@edelman.com)

**Unlimited**

Abhay Parameswar | +91 8095978036 | [abhay.parameswar@arvindbrands.co.in](mailto:abhay.parameswar@arvindbrands.co.in)