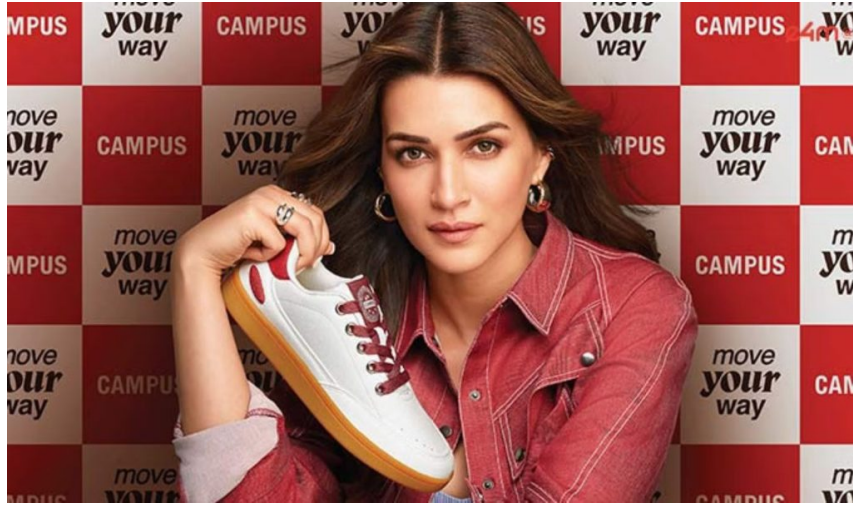


Kriti Sanon Becomes Face of Campus Activewear's Category

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Campus Activewear has announced actress Kriti Sanon as the new face of its Women's Category. This collaboration marks a significant step in the brand's commitment to empowering women through stylish and comfortable footwear.

Celebrating Women's Empowerment

Kriti Sanon, known for her fearless career choices and ability to balance multiple roles, embodies the spirit of today's women. Her journey from an engineering graduate to a successful actress and businesswoman reflects determination, individuality, and style. These qualities inspire women to own their choices, both in life and fashion.

A Vision for the Future

Speaking on the association, Nikhil Aggarwal, CEO and Whole Time Director of Campus Activewear Ltd., expressed excitement about the collaboration. He stated, "We are thrilled to welcome Kriti Sanon as the face of Campus' Women's category. Her ambition, versatility, and authenticity capture the spirit of today's Indian women and align seamlessly with our vision for this segment."

Kriti Sanon's Perspective

Expressing her enthusiasm, Kriti Sanon shared, "I have always believed style should reflect who you are, not what you are told to be. For me, Campus, an iconic homegrown Indian sneaker brand, embodies that belief, designing footwear as versatile as the roles women play, while keeping comfort and style at the core." She added, "I am excited to join the Campus family and be part of a vision that feels so close to my own — one that celebrates individuality and inspires women to choose for themselves, without any inhibitions." [Exchange4Media](#)

The partnership between Campus Activewear and Kriti Sanon signifies a shared commitment to celebrating women's empowerment and individuality. Through this collaboration, Campus Activewear aims to inspire women to embrace their unique styles and make confident choices in both fashion and life.

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