

Ahaan Panday Joins Tira in Bold New Beauty Campaign

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Tira, the omnichannel beauty platform owned by **Reliance Retail** — has announced a strategic expansion of its ambassador lineup by bringing popular actor **Ahaan Panday** on board as a brand ambassador. This move comes alongside the launch of Tira's latest brand campaign, *YOU. MORE THAN ANYTHING*, reinforcing the company's push toward a more **inclusive and personal vision of beauty**.

Ahaan Panday joins an already star-studded roster that includes **Kareena Kapoor Khan** and **Suhana Khan**, signalling Tira's continued emphasis on blending celebrity appeal with cultural relevance. The actor's addition also marks a notable moment in the Indian beauty retail landscape — **he is among the first male celebrities to be appointed as an ambassador for a major beauty retail brand in the country**.

A Broader Vision for Beauty

The *YOU. MORE THAN ANYTHING* campaign aims to shift the narrative of beauty away from conventional before-and-after imagery and toward something much more **intuitive, personal, and expressive**. According to Tira, today's beauty experience is shaped by everyday life, moods, and individual identity — not just external transformation.

Tira's message centres on **removing intimidation, simplifying beauty discovery, and making beauty accessible to all**, whether through skincare, makeup, haircare, fragrance, or tools. The brand's "For Every You" philosophy emphasises that beauty is not one-dimensional but evolves with every individual's personal journey.

Voices Behind the Campaign

Bhakti Modi, CEO and co-founder of Tira, shared that beauty is "inherently personal" and that the new campaign reflects the brand's belief in self-expression and confidence. She described Ahaan's collaboration as a natural extension of the platform's identity and values.

Expressing enthusiasm about the partnership, Ahaan Panday said he appreciates the campaign's authentic portrayal of beauty — one that isn't dictated by rigid norms but embraces individuality and ease. He noted that skincare and grooming, for him, are about feeling confident and comfortable in his own skin.

What's Next

The campaign is set to roll out across multiple channels, including **TV, digital platforms, social media, in-store experiences, and brand films**, bringing Tira's inclusive vision to life through immersive brand storytelling.

By expanding into more diverse ambassador partnerships and spotlighting evolving definitions of beauty, Tira aims to not only lead in retail but also to influence cultural conversations around **self-expression and confidence in beauty**.

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