

Signify Launches its Festive Campaign 'Light Up Every Day', Featuring Sanya Malhotra

Category: Business

written by International Khabar | October 3, 2025



- Digital-first marketing campaign designed to connect with Gen Z and younger audience
- Celebrates with smart lighting and the iconic 'Yaar Bina Chain Kahan Re' song
- Transforms every moment into a celebration with the Philips Smart and Deco lighting range

Striking a chord with the younger audience, [Signify](#) (Euronext: LIGHT), the world's leading lighting company has launched its new festive campaign featuring actor and brand ambassador

Sanya Malhotra, spotlighting its latest [Philips Smart](#) and [Deco lighting](#) range.



'Light Up Every day', featuring Sanya Malhotra

This festive season, Signify taps into the vibrant trend of celebrating with music, an experience that deeply resonates with Gen Z and younger audience, who are now becoming significant buyers of premium products. They are vibing to classic tunes, enjoying cultural experiences and creating home decor trends in their own style.

The campaign shows a day in the life of a young couple, who enjoy music, ambient lighting and celebrate every moment. By capturing this fusion of sound, light, and energy, Signify highlights how lighting today is much more than functional, it is a vital part of how people express themselves, set their mood and celebrate life every day. 'Light Up Every day', is a celebration of how light is becoming an expressive, emotional and integral part of our lives across generations.

Speaking on the campaign launch **Nikhil Gupta, Head of Marketing, Strategy, Govt. Affairs and CSR** said, "As the festive season lights up homes across the country, Signify

celebrates the spirit of togetherness, joy, and vibrant moments. Our campaign, 'Light Up Every Day,' reflects the changing consumer landscape, where Gen Z is emerging as a key buyer with a strong preference for personalization, mood-setting, and memorable experiences. Through lighting, we are not just enhancing spaces, we are shaping moments, moods, and memories. This campaign embodies our commitment to delivering lighting solutions that resonate with contemporary lifestyles and celebrate the joy of living every day because when light speaks your vibe, every day becomes a celebration".

Sanya Malhotra said, *"Festivals have always held a special place in my heart. This is a time when every Indian home comes alive with warmth, joy, and togetherness. Light is at the core of these celebrations, and that is why I am so excited to be part of this campaign with Signify. I have always admired Philips products especially the Smart and Deco lighting range. The lighting sets the mood, expresses style, and creates lifetime memories. Hope you love this campaign as much as I did in making it."*

To help customers experience the full range firsthand, over 500+ designs are available in 300+ Philips Smart Light Hubs across India. These hubs are experiential retail destinations where consumers can explore different lighting setups, get expert recommendations, and experience how Philips smart lighting solutions can enhance their homes.

The campaign highlights how lights can transform everyday spaces into joyful expressions, featuring Rohan Gurbaxani, choreographed by Karishma Chavan and music by Aman Pant, and a host of energetic talented professionals. The conceptualization of the campaign is done by the creative agency FCB Kinnect.

The campaign will be available across YouTube, Instagram, Facebook, OTT and social media channels.

Link to the video campaign:
www.instagram.com/reel/DPRADoSDDsS/igsh=MWRzbm5mMnpvbTVhZA==

About Signify

Signify (Euronext: LIGHT) is the world leader in lighting for professionals, consumers, and the Internet of Things. Our Philips products, Interact systems and data-enabled services deliver [business](#) value and transform life in homes, buildings and public spaces. In 2024, we had sales of EUR 6.1 billion, approximately 29,000 employees and a presence in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We have been in the Dow Jones Sustainability World Index since our IPO for eight consecutive years and have achieved the EcoVadis Platinum rating for five consecutive years, placing Signify in the top one percent of companies assessed. News from Signify can be found in the Newsroom, on [X](#), [LinkedIn](#) and [Instagram](#). Information for investors is located on the Investor Relations page.

