



#PRESS RELEASE

# 'You know you need it' campaign by ISHO

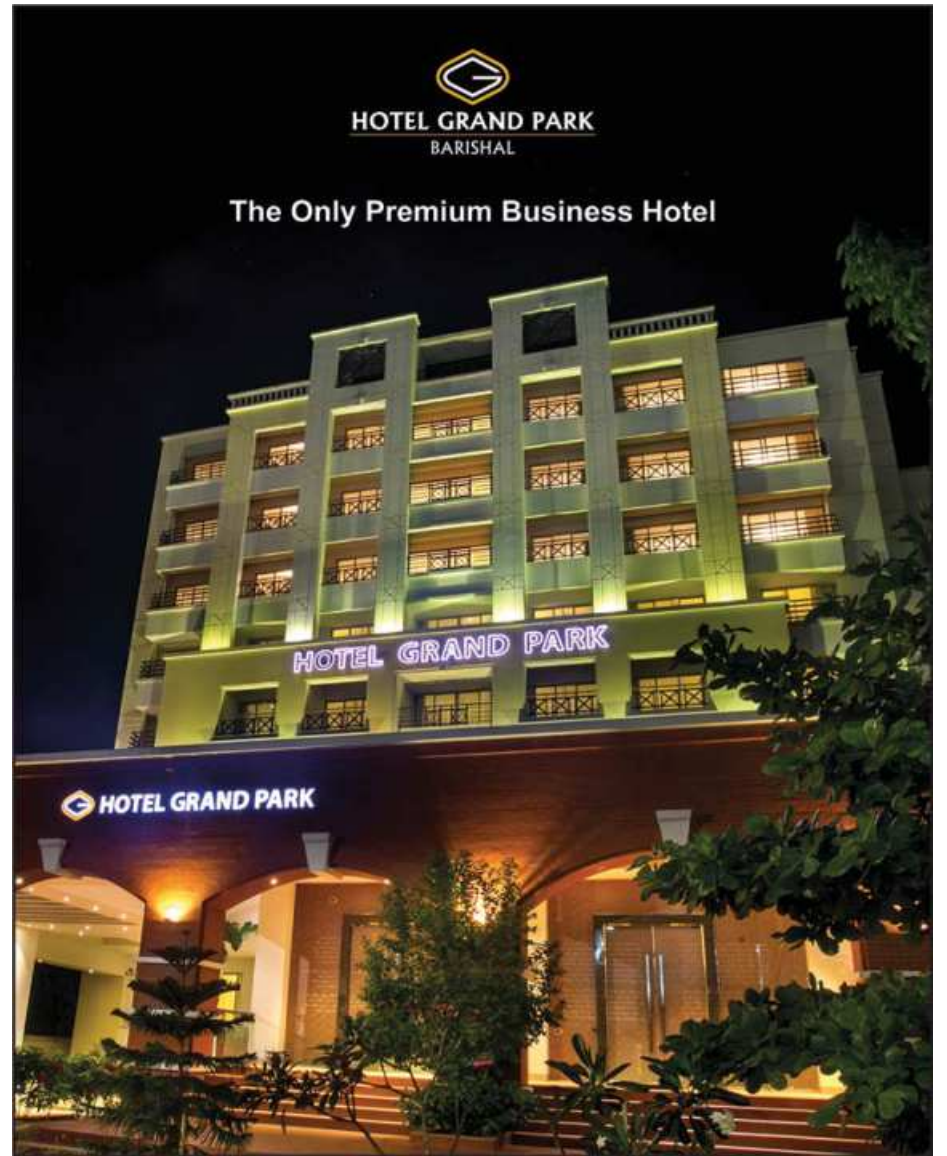
Bringing ISHO's furniture right to people's doorsteps, this ground-breaking campaign will feature a decked out and customised ISHO van that will be seen across various locations in the city.

Each week, a different room set up will be showcased – a living room, office, dining room, and bedroom — where on-lookers and bystanders will be able to come and see a selection of ISHO's global designs up close and in person.

The promotion will also see surprise

celebrity guest appearances and a whole heap of exciting discount giveaways and the chance for people to enter a grand raffle draw.

Rohan Srinivasan, Head of Marketing and Communications, ISHO, says "Our tagline — 'You know you need it' — says it all and has been thought out on purpose. This is all about showcasing our global designs to the wider public and giving them a first-hand opportunity to see our products and know about ISHO. We've



planned a number of exciting activities during the campaign and hopefully people will be eager to share our van's journey!"

All in all, the ISHO van will cover over 30 localities between North and South Dhaka on a daily basis and will

be making regular stops for customers to enter the van. Furthermore, knowing that COVID-19 precautions need to be taken, the van will be regularly sanitised and both facemasks and hand-sanitisers will be given to people who enter the van.

## ◆ HOROSCOPE ◆



**ARIES**  
(MAR. 21-APR. 20)

Accomplishments can exceed expectations. Look into any educational activities. Stand up for yourself. Your lucky day this week will be Thursday.



**TAURUS**  
(APR. 21-MAY 21)

Do the best you can. Take on more challenging positions. Don't overspend on loved ones. Your lucky day this week will be Wednesday.



**GEMINI**  
(MAY 22-JUN. 21)

Partnerships will run smoothly. Entertainment should include physical activities. Don't allow colleagues to put pressure on you. Your lucky day this week will be Tuesday.



**CANCER**  
(JUN. 22-JUL. 22)

Don't be too emotional. Don't make any rash decisions. Direct your energy into productive goals. Your lucky day this week will be Friday.



**LEO**  
(JUL. 23-AUG. 22)

Focus on clients this week. New romantic ventures are likely. Investments will be costly. Your lucky day this week will be Thursday.



**VIRGO**  
(AUG. 23-SEP. 23)

Do things you enjoy. Don't overindulge. Don't let your partner put you down. Your lucky day this week will be Tuesday.



**LIBRA**  
(SEP. 24-OCT. 23)

Sidestep those who are unpredictable. Look into property investments. Go out shopping this week. Your lucky day this week will be Sunday.



**SCORPIO**  
(OCT. 24-NOV. 21)

Things are finally looking up. Group functions can be tiring. Spend time with loved ones. Your lucky day this week will be Sunday.



**SAGITTARIUS**  
(NOV. 22-DEC. 21)

Don't let anything interfere with your professional performance. Get a little extra rest. You need an intellectual outlet. Your lucky day this week will be Friday.



**CAPRICORN**  
(DEC. 22-JAN. 20)

Don't let the past interfere. Make time for colleagues. You're in need of love. Your lucky day this week will be Friday.



**AQUARIUS**  
(JAN. 21-FEB. 19)

Don't talk about your personal life. Focus on home renovations. Talk openly with your partner. Your lucky day this week will be Monday.



**PISCES**  
(FEB. 20-MAR. 20)

Include family in your activities. Jealous colleagues may hamper your progress. Spoil yourself. Your lucky day this week will be Sunday.