

FRND Launches ‘Ghar Jaisi Diwali’ Campaign for Those Celebrating Away from Home

~ The campaign shows how new friendships and shared celebrations bring people together when home is far away

Bengaluru, 5th November 2026: For many Indians, Diwali means going home to family. For those who cannot make it back, the festival can bring a quiet sense of missing out. This Diwali, **FRND**, India’s first Indic language audio social platform, has launched ‘**Ghar Jaisi Diwali**’, a campaign exploring how friendships can make an unfamiliar place feel like home.

The campaign’s brand film follows four people spending Diwali away from home: Raju, an electrician in Mumbai from Bihar; Harpreet, from Ambala, a working professional in Bengaluru; Rimi, an air hostess in Delhi; and Pooja, a student in a hostel. Through calls with loved ones and glimpses of festive celebrations, the film captures the characters’ longing for home. After discovering FRND through people around them, they join the platform and come together in a common digital space to share stories, exchange greetings, make rangolis, light diyas, play cards and sing together. What begins as a day marked by the absence of family gradually turns into a celebration filled with new friendships and a sense of belonging. The campaign explores a theme of how a sense of home can be created even when loved ones are far away.

Commenting on the campaign, **Bhanu Pratap Singh Tanwar, CEO & Co-founder, FRND (Interact Group**), said, *“Millions of young Indians are leaving their hometowns in search of new opportunities and growth, and loneliness is quietly becoming part of that journey. Festivals bring that feeling to the surface. At FRND, we believe a single conversation in your own language can change how a day*

feels. This Diwali, we want everyone celebrating away from home to know there's someone to celebrate with."

The film ends with an invitation for more people to join the celebration, carrying the message that Diwali need not be spent alone. The film is live on https://www.youtube.com/watch?v=nmu1v_IqKyc

FRND has over 4 million monthly active users across India and operates in ten Indic languages: Hindi, Telugu, Tamil, Malayalam, Kannada, Odia, Marathi, Punjabi, Gujarati and Bengali. Users spend over 30 minutes a day on the platform, driving close to 1.92 million conversations every day.

About FRND:

Founded in 2019, by Bhanu Pratap Singh Tanwar and Harshvardhan Chhangani, FRND is India's first Indic language audio social platform that enables empathetic connections in Tier 2–4 towns and villages through an open social network. Designed for users aged 18–35, FRND operates in ten Indic languages and has an array of innovative features. FRND is the marquee product of Interact Group, a company that is building an interaction entertainment portfolio at the intersection of social discovery, social gaming, voice and AI for the next billion users.

For more information/questions, please reach out to us at press@frnd.app

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