ET KALEIDO AWARDS 2026

COMPANY: ASIAN PAINTS

CATEGORY: FESTIVE AND OCCASION BASED CAMPAIGN

CAMPAIGN: ASIAN PAINTS SHARAD SHAMMAN 2025- YELLOW TAXI PROJECT



Challenges

- Make Asian Paints Sharad Shaman's Durga Pujo initiative stand out amid Kolkata's festive cultural and media clutter while staying authentic to the city's traditions.

- Drive excitement and awareness for this Kolkata-centric campaign across the state and aim for national visibility.



Creative Solution

1. Bring 40 years of Sharad Shamman to life through decade-themed taxi canvases

2. Reimagine the city's iconic yellow taxis as multisensory portals celebrating Kolkata's rich cultural heritage

3. Amplify the campaign with a high-impact launch event featuring popular regional celebrities to drive cultural relevance and buzz

Approach

Immersive Launch Experience

Hosted a high-impact launch event unveiling the new avatar of Kolkata's iconic yellow taxis — a tribute by Asian Paints for Durga Pujo. Onboarded two leading Bengali celebrities to drive visibility and engagement

Media Enagement

Invited leading regional and national media, facilitating exclusive interactions with the MD & CEO of Asian Paints, along with celebrities and artists who brought the iconic yellow taxis to life.

Social Media Amplification

Collaborated with leading lifestyle, decor and local Kolkata community pages to amplify the reach and generate maximum engagement

Execution

- Hosted a curated launch event in Kolkata, giving the media an exclusive first look at the iconic Yellow Taxi in a new avatar, positioning it as a tribute by Asian Paints to Kolkata's cultural heritage and celebrating Durga Pujo.
- Invited two of Kolkata's leading celebrities to anchor the launch where they shared personal memories of pandal-hopping and the city's iconic yellow taxis to contextualize the campaign within Kolkata's cultural nostalgia.
- Artists who contributed to the taxi makeover shared and narrated the stories depicted on the taxis.
- Invited leading regional print, TV and online media and flew down top national, lifestyle and décor media to Kolkata for strong local and national coverage.
- Facilitated one-on-one interactions with Mr. Amit Syngle, MD & CEO, Asian Paints, highlighting the 40-year legacy of Sharad Shamman and the brand's continued support to the Pujo ecosystem and artisan community.
- Collaborated with leading Kolkata-based community pages to amplify the campaign through reels, posts and cultural storytelling around Pujo and Kolkata's iconic taxi legacy.
- Disseminated the press release to other markets in Kolkata for state-wise reach and awareness.

Outcome

Total Exposures

465



Total PR Value

₹ 17.15 Cr

THE TIMES OF INDIA

THE HINDU

t2 ONLINE

mint

ET BRAND EQUITY.com

The Indian EXPRESS

e4m

INDIA TODAY HOME

CNBC

ELLE DECOR

ADGULLY

[IMPACT]

Outlook

DECCAN Chronicle

stir world

Print Snapshots



open

Shreya Banerjee

Kolkata's yellow taxis are tricksters of time. Lest you forget the bygone years of time, every dent on their body, every frayed seat cover is an archive ferrying memories from one end of the city to the other.

Once, Kolkata's streets moved to the stubborn rhythm of its yellow Ambassador taxis. Today, as those icons slip into memory, they are being summoned back as vessels of history. The year 2025 marks 40 years of the Asian Paints Shared Shamman, an award that, since 1985, has honoured the most inventive Durga Puja pandals in the city. It is in this year that the award has launched Cholte Cholte 40, a project that reimagines the taxi as a moving chronicle of the city's legacy.

Each of the 40 cars artistically embody the cultural pulse of decades gone by. Currently, all 40 taxis are plying in Kolkata like any other yellow taxi and are not restricted to any specific route.

The taxi project builds on an idea first tested in 2021, when a tram bogie was transformed into a moving canvas for Kolkata's Kalighat artistry. That tram stitched together alpona, cane craft, augmented reality, and museum-style storytelling into a living work of art. The taxis shift this gesture from rails to roads, from the vanishing tramline to the receding yellow cab.

Amit Syngle, MD and CEO, Asian Paints, explains why the taxi was selected. He says, "Whether it is families going on the pandal trail, artists carrying their straw and clay to workshops, or friends on a drive, there was through the city, the taxi was integral to Kolkata. Everyone commuted via the yellow taxi. Forty taxis become living props that move through the city and represent each decade. Each decade had its own characteristic and nuance, and each was a period of cultural transition."

At a recent celebratory event at the JW Marriott Hotel in Kolkata, four of the taxis were unveiled. Curated by artists from the city, the bodies of the vehicles came alive with references to Kolkata's rock-band years, the era of nimble, traditional pujas, their evolution into environmentally conscious themes, and finally, the age of digital iconography and social media-informed celebrations.

Adding to this rich tapestry are the interiors, upholstered in floral, antique, regal, and vintage textiles from fashion designer Sabyasachi Mukherjee's Paris X Calcutta collection (a line of wallpapers and textiles for Nilaya by Asian Paints in 2024). Hiranbagh recalls Mughal gardens, Jamdani Jamavar, the prized Kashmiri shawls sold in Kolkata's Burrabazar, Kalighat alpona with references to Kolkata's rock-band years, the era of nimble, traditional pujas, their evolution into environmentally conscious themes, and finally, the age of digital iconography and social media-informed celebrations.

The four decades

The first decade (1985-1995) was re-fashioned by artist Bikramjit Paul. The art on the body of the taxi illustrates an elderly artist carving the face of Ma Durga, and the rickshaw finds a place on the illustration as do dhaaks (traditional drummers). The artwork also spotlights a traditional Kalighat pattachitra floor painting and the first advertised poster of the Sharad Shamman from the 1985 edition of the *Anandabazar Patrika*.

Paisley, the colonial-era paisley adaptations.

Snapshots of taxis part of Cholte Cholte 40, a project that reimagines the taxi as a moving chronicle of the city's legacy. SPECIAL ARRANGEMENT

The second decade (1995-2005), in Meenakshi Sengupta's vision blends social commentary, history, and philosophy. Floral designs of LED lights from Chandannagar are drawn on the roof of the vehicle, an image of Ma Durga in a red and white sari, breaking away from her traditional look sits on the bonnet, a panorama displaying the tram, Kolkata's staple roll-drops, balloon sellers, emblematic of the simpler fanfare of pujo in the early 2000s are drawn out on the body of the Ambassador.

The third decade (2005-2015),

Forty taxis become living props that move through the city and represent each decade. Each decade had its own characteristic and nuance, and each was a period of cultural transition

AMIT SYNGLE,
MD and CEO, Asian Paints

illustrated by Sayan Mukherjee, grew bolder with a depiction of Ma Durga with rebellious locks of hair dominating the roof of the taxi, that highlights themes like women empowerment, while retaining the ritual of Ma's idol, in more traditional, depictions. The introduction of the Shared Shamman award for Shreshtha Pratima (light-fleet idol maker) is portrayed on the bonnet, while an illustration of Nilu being welcomed is embodied on the sides of the vehicle.

The fourth decade (2015-2024), interpreted by Srishti Capturez, unfolded in the digital age. Pandals found a digital home on Instagram, and UNESCO's 2021 recognition of Durga Puja as Intangible Cultural Heritage sealed its global status.

The ambassador embodying these changes is quirky and features moith like a pandal hopper clicking a selfie, a lady wearing a Virtual Reality (VR) headset to view Durga Puja pandals, etc.

Cities forget, cities reinvent. But Kolkata, obstinate as ever, finds ways to remember. And so the yellow taxi, battered, dying, returns as the city's timekeeper. In its fading roar lies the city's refusal to forget, and in its hide the map of 40. It goes on – clattering, rattling, remembering – until the last taxi disappears, and even then, it will live on.

The Ambassador *roars again*

Kolkata's fading yellow taxis return, upholstered in antique textiles, as painted archives, capturing the shifting face of Durga Puja across four decades

The Hindu Weekend



Calcutta Times

Sauraseni Maitra, dropped in a golden sari with a gajra in her hair, and Abir Chatterjee, dapper in a royal blue dhuti-panjabi, pose in a graffiti-adorned Ashad taxi – the perfect ride that Puja is just around the corner

22 DAYS TO GO

Come hungry, leave satiated: Malaika on Onam

'My house is multicultural'

'MY PUJO STYLE BLENDS HERITAGE AND GRACE'

Leharia Bhattacharya brings Puja glamour to life with striking day-to-night looks in an exclusive shoot with CT. She also shares what festive fashion means to her & more

P2



#thatshot

KOLKATA'S TAXIS TELL A 40-YEAR TALE OF DURGA PUJA

Kolkata's iconic yellow taxis are back on the streets. 40 cabs have been transformed into moving artworks, each capturing a decade of Durga Puja's journey from 1985 to 2024. The vibrant artwork has rapidly gained traction since its release. Painted with themes of tradition and modern celebrations, the taxis double as

Mint Lounge



The Ambassador roars again Kolkata's fading yellow taxis return, upholstered in antique textiles, as painted archives, capturing the shifting face of Durga Puja across four decades

The Hindu



The yellow taxi gets a designer touch for 'pujas'

The wheezing cab might seem an odd vehicle to mark Durga Puja, but they once were part of celebrations, ferrying families to 'pandals'

CULT FRICTION

SANDIP ROY

The yellow taxis have been transformed as part of a project for Durga Puja.

The Statesman



Kolkata's yellow taxis get makeover in Durga Puja spirit

STATESMAN NEWS SERVICE
Kolkata, 4 September

Kolkata's yellow taxis got a makeover before this year's Durga Puja. The taxis, 40 in number, were transformed into moving time capsules. With richly painted exteriors and interiors done up with wallpapers, fabrics, and textures, each taxi represents a decade, starting 1985.

The 40 taxis, which will run on the streets, could be hailed by people just like any other normal yellow Ambassadors. Each of them represents 40 years of paint major Asian Paints' *Sharad Shamman*. The quintessential yellow cabs, which are getting lesser in number, are part of the city's heritage and folklore.

Actor Abir Chatterjee associated himself with the 1995-2005 decade as he said that was the time he was growing up and had many memories. "Puja with friends meant travelling in these yellow cabs, all cramped inside and pandal hopping. This is time-travel for me," said the Abar Byomkesh actor.

Saurasseni Maitra, who was also present at the do, said she associated herself with the 2005-2015 decade and how she remembers spending her pocket money for the Pujas and spending on the taxi rides to various pandals.

Under the "*Cholte Cholte 40*" campaign, the interiors of the taxis have been done up with curtains and wallpapers, giving them a royal feel.

HT City Cafe

Mainline Online Coverage Snapshots



The city slowly transforms, Kumartuli buzzing late into the night, para committees building pandals bit by bit, streets getting dressed in lights. And of course, the endless rehearsals and para performances, dance, drama and music. Everyone is getting ready to take the stage. It all feels like one big build-up before the curtain

Mint



Asian Paints celebrates Kolkata's festive spirit with the iconic yellow cabs

For forty years, Asian Paints has walked hand in hand with Calcutta's Durga Puja, capturing its pulse, honouring its artistry, and celebrating its imagination. But celebrations are not just remembered; they travel. And what could carry that journey better than the city's own fellow traveller — the Kaali Peeli taxi. Once the lifeline of pandal-hopping nights, these cabs, that are fading from the city's eclectic geography, have been transformed into moving time capsules, to mark the milestone with "Cholte Cholte 40".

With richly painted exteriors and interiors crafted as immersive environments using wallpapers, fabrics, and textures, each taxi becomes a multisensory portal into its decade, crowned by the

T2 Online



Forty iconic Kolkata taxis have been painted to celebrate the evolution of Durga Puja festivities in the city

Artist Sayan Mukherjee recalls how growing up in Kolkata, it wasn't just the Durga Puja festivities that enthralled him but also the days leading to

The Indian Express



Kolkata

The taxi project builds on a thought first explored in 2023, when Asian Paints marked 150 years of Kolkata's tramways by turning a bogie on the Tollygunge–Ballygunge route into a moving artwork.

Asian Paints Sharad Shamman, Kolkata's most iconic celebration of Durga Pujo creativity, completes 40 years in 2025 with a landmark project called "Cholte Cholte 40" that transforms Kolkata's yellow taxis into moving time capsules. With richly painted exteriors and interiors crafted as immersive

Deccan Chronicle



Kolkata's fading yellow taxis return as painted archives, capturing the shifting face of Durga Puja across four decades

Once, Kolkata's streets moved to the stubborn rhythm of its yellow Ambassador taxis. Today, as these icons slip into memory, they are being summoned back as vessels of history. The year 2025 marks 40 years of the Asian Paints Sharad Shamman, an award that, since 1985, has honoured the most inventive Durga Puja pandals in the city. To mark the milestone, Asian Paints has launched Cholte Cholte 40, a project that reimagines the taxi as a moving chronicle of the city's legacy.

The Hindu



become mobile canvases celebrating Durga Puja

KOLKATA: In the vibrant tapestry of Kolkata's cultural heritage, few symbols resonate as de as the yellow Ambassador taxi and the annua Durga Puja celebrations. This year, Ambassa cabs that are on the way to being phased ou been intertwined with Durga Puja in a projec titled "Cholte Cholte 40" that marks 40 years initiative that played a pivotal role in the promotion of themes and transformation of t Durga Puja into veritable citywide art exhbition.

The yellow Ambassador taxi, once a ubiquitous presence on Kolkata's bustling streets, has long b symbol of the city's unique charm. These taxis have ferried countless families, artisans, and visito through the city's narrow lanes, especially during the festive season of Durga Puja. Recognizing th taxi's cultural significance, the project has transformed these vehicles into moving canvases that encapsulate four decades of Durga Puja artistry.

The Times of India

A&M Snapshots



ET BRAND EQUITY.com

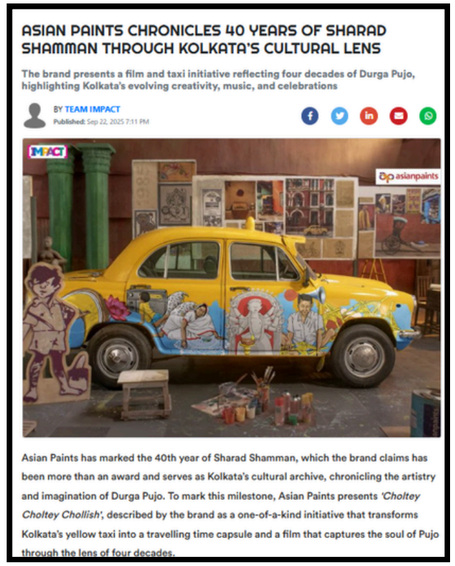
Asian Paints turns Kolkata cabs into mobile art exhibits for Durga Puja ads

Asian Paints celebrates Kolkata's Durga Pujo with 'Choltey Choltey Chollish,' a campaign showcasing the festival's evolution over four decades. The initiative features a film and decorated yellow taxis, transforming them into mobile art exhibits. The campaign uses a yellow taxi as a central character to guide viewers through the decades of Pujo's transformation, reflecting the creative trends of the time.

Asian Paints is celebrating an initiative that has chronicled the artistry of Kolkata's Durga Pujo, with a new campaign titled 'Choltey Choltey Chollish.' The campaign, which includes a film and a unique installation of traveling taxis, aim to showcase the festival's evolution over the past four decades.

The initiative transforms Kolkata's iconic yellow taxis into "time capsules" and a mobile art exhibit, bringing the city's festive heritage directly to its streets. The campaign's core is a film that uses a yellow taxi as a central character to guide viewers through the decades of Pujo's transformation.

ET Brand Equity



ASIAN PAINTS CHRONICLES 40 YEARS OF SHARAD SHAMMAN THROUGH KOLKATA'S CULTURAL LENS

The brand presents a film and taxi initiative reflecting four decades of Durga Pujo, highlighting Kolkata's evolving creativity, music, and celebrations

BY TEAM IMPACT
Published: Sep 22, 2025 7:11 PM

Asian Paints has marked the 40th year of Sharad Shamman, which the brand claims has been more than an award and serves as Kolkata's cultural archive, chronicling the artistry and imagination of Durga Pujo. To mark this milestone, Asian Paints presents *'Choltey Choltey Chollish'*, described by the brand as a one-of-a-kind initiative that transforms Kolkata's yellow taxi into a travelling time capsule and a film that captures the soul of Pujo through the lens of four decades.

Impact



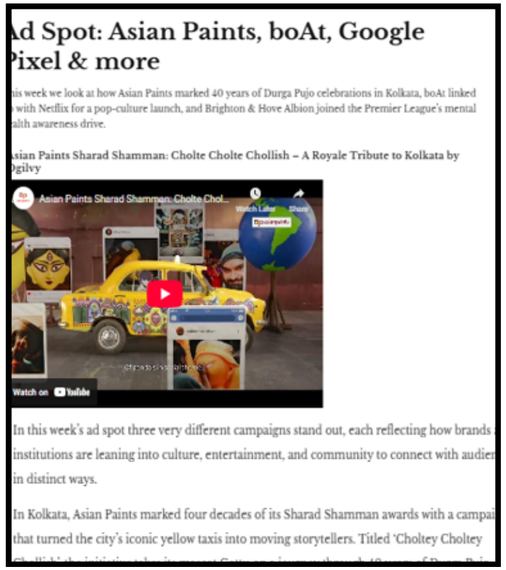
Adgully India Advertising Entertainment Marketing Media PR Goafest 2025 Upcoming Events

Asian Paints celebrates 40 years of Sharad Shamman with 'Choltey Choltey Chollish' tribute to Kolkata

r 40 years, **Asian Paints Sharad Shamman** has been more than an award—it has been Kolkata's ltural archive, chronicling the artistry and imagination of Durga Pujo. To mark this milestone, **Asian ints** presents **Choltey Choltey Chollish** — one-of-a-kind initiative that transforms Kolkata's iconic llow taxi into a travelling time capsule and a film that captures the soul of Pujo through the lens of four ades.

e film is crafted as a stylised visual journey that blends nostalgia with innovation. Moving steadily

Adgully



d Spot: Asian Paints, boAt, Google ixel & more

is week we look at how Asian Paints marked 40 years of Durga Pujo celebrations in Kolkata, boAt linked with Netflix for a pop-culture launch, and Brighton & Hove Albion joined the Premier League's mental alth awareness drive.

sian Paints Sharad Shamman: Cholte Cholte Chollish – A Royale Tribute to Kolkata by gilvy

In this week's ad spot three very different campaigns stand out, each reflecting how brands institutions are leaning into culture, entertainment, and community to connect with audie in distinct ways.

In Kolkata, Asian Paints marked four decades of its Sharad Shamman awards with a campai that turned the city's iconic yellow taxis into moving storytellers. Titled 'Choltey Choltey

Social Samosa

AID, Lifestyle & Travel Media Snapshots


ELLE DECOR

HOMES VIDEOS

Hail a time-travelling taxi to Dur

Asian Paints collaborates with So◦art India to create travelling art on the iconic yellow taxis, bring

As a Prabashi Bangali, the usual cliché is a longing to return to Kolkata during Durga Pujo. For me, though, this yearning never manifested too strongly. Yet every year, when the monsoon clouds recede and the skies turn a shade of unmistakably crisp blue, the air brings back memories of *kaash phool* and the hum of something larger than life. Making my way back after two years, I expected a different city. Almost as if the urbanity of this colonial metropolis would warp and shift time in my absence. What I found waiting for me was a reckoning.

We were celebrating Asian Paints' Shared Shamman, Kolkata's most prestigious award for the best Pujo pandal. The jubilant host told us how, 40 years ago, this tradition began and has since defined each generation, now exalted with art on the iconic yellow taxis. The initiative, supported by So◦art India, honours narratives that might be lost to time elsewhere, but in Kolkata are unlikely ever to be forgotten. Only when he finished did I realise it was all in Bangla. It is strange, and almost amusing, how the mind slips back into patterns without our noticing. People often criticise Kolkata as a city stuck in incessant nostalgia, yet rarely complain about its near-


OMEGROWN

Represented by those who cannot be defined or confin

Kolkata's Beloved Yellow Taxis Are Being Reimagined As Cultural Canvases For Durga Puja

Kolkata's iconic yellow taxis have always been more than just another means of transport. For decades, these mighty vehicles have ferried pandal-hoppers from city's traditional North to the modern South; carried last-minute Durga pujo hau rom the Gariahat market to family homes; and squeezed through the narrowes f North Kolkata's *paras* to take Kolkatans home at the end of a night-long pand opping. Now, as their numbers dwindle and the iconic yellow taxis slowly fade rom Kolkata's streets, Asian Paints, in collaboration with XXL Collective, has giv hese beloved mascots of Kolkata a second life — as moving time capsules of the post celebrated festival


Outlook

TRAVELLER

Kolkata's Yellow Taxis Get A Festive Makeover For Durga Puja 2025

This Durga Puja, Kolkata's beloved yellow taxis return to the spotlight as rolling artworks. Forty cabs, each designed by contemporary artists, captur four decades of festive creativity and give new life to an icon of the streets

The city's fading yellow taxis are making an unlikely comeback this Durga Puja—not a everyday cabs, but as dazzling artworks. Forty of these iconic vehicles have been transformed into vibrant, moving installations, each designed to reflect a different de of the festival's evolution. Painted exteriors, illuminated interiors, textured fabrics, an motifs drawn from Kolkata's cultural memory now turn the once-humble taxi into a festival on wheels.


Caleidoscope

Asian Paints Celebrates 40 Years of S Shamman with Yellow Taxi Art

urga Pujo, the streets of Kolkata have transformed into a colorful c l with culture and history. In honor of 40 glorious years of Asian Pa nan (APSS), the city's premier and best-known celebration of creati Pujo, Asian Paints unveiled a significant project entitled "Cholte Ch nsformative project converted 40 of Kolkata's famous yellow taxis ecognizing the evolution, culture and imagination of Pujo over the s.

Elle Decor

Homegrown

Outlook Traveller

Caleidoscope

Regional Media Snapshots



শারদ সম্মানের ৪০ বছরের প
চলাকে উদ্‌যাপন করতে সেজে
উঠল নস্টালজিয়ায় মোড়া হলু
ট্যাক্সি

দীর্ঘ পথচলার স্মৃতিকে নতুনভাবে তুলে ধরতে এই বছর দুর্গা
'এশিয়ান পেন্টস' নিয়ে এল এক অভিনব উদ্যোগ— 'চলতে
৪০'।

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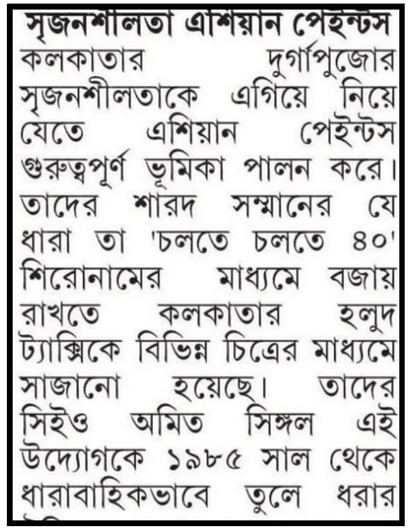
ABP



সৃজনশীলতা এশিয়ান পেইন্টস

কলকাতার দুর্গাপুজোর সৃজনশীলতাকে এগিয়ে নিয়ে যেতে এশিয়ান পেইন্টস গুরুত্বপূর্ণ ভূমিকা পালন করে। তাদের শারদ সম্মানের যে ধারা তা 'চলতে চলতে ৪০' শিরোনামের মাধ্যমে বজায় রাখতে কলকাতার হলুদ ট্যাক্সিকে বিভিন্ন চিত্রের মাধ্যমে সাজানো হয়েছে। তাদের সিইও অমিত সিঙ্গল এই উদ্যোগকে ১৯৮৫ সাল থেকে ধারাবাহিকভাবে তুলে ধরার

Dainik Jugsankha



দুগ্গা দুগ্গা

পুজোয় শহরে ঘুরবে রঙিন ট্যাক্সি। তাতেই সওয়ারি অভিনেতা আবির চট্টোপাধ্যায় সৌরসেনী মৈত্র। বৃহস্পতিবার। —অপ্রতিম পাল

Sangbad Pratidin



पीली टैक्सी परियोजना के साथ शरद सम्मान मनाया

कोलकाता : चोलते चोलते 40 साम की ऐतिहासिक परियोजना के साथ एशियन पेंट्स शरद सम्मान कोलकाता की प्रतिष्ठित दुर्गा पूजा उत्सव में 2025 में 40 साल पूरे करेगा। यह परियोजना कोलकाता की पीली टैक्सियों को एक गतिशील यानी मूविंग टाइम कैप्सूल में बदल देती है। रंग से सजे बाहरी हिस्से और वालपेपर, फैब्रिक से सजे अंदरूनी हिस्सों में हर टैक्सी अपने दशक का एक मुख्य द्वार बन जाती है।

Dainik Jagran

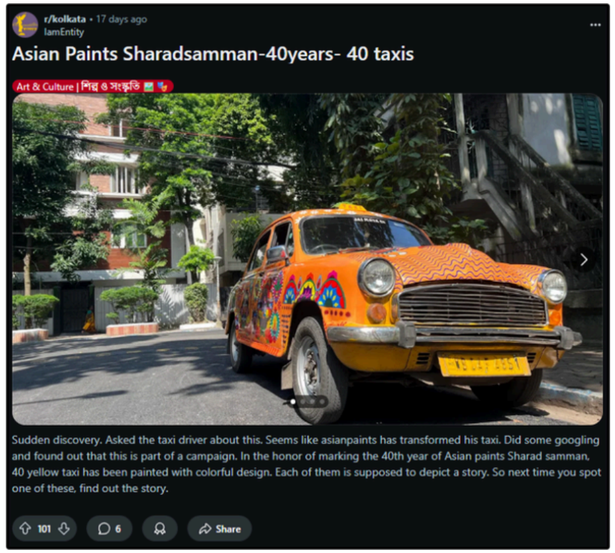


एशियन पेंट्स के शारद सम्मान के 40 साल

जलपाईगुड़ी, 10 सितम्बर (नि.प्र.)। एशियन पेंट्स शारद सम्मान, चोलते चोलते 40 नाम की ऐतिहासिक परियोजना के साथ कोलकाता की प्रतिष्ठित दुर्गा पूजा उत्सव में 2025 में 40 साल पूरे करेगा, यह परियोजना कोलकाता की पीली टैक्सियों को एक गतिशील यानी मूविंग टाइम कैप्सूल में बदल देती है। रॉयल ग्लिट्ज़ से सजे बाहरी हिस्से और वॉलपेपर, फैब्रिक से सजे अंदरूनी हिस्सों में हर टैक्सी अपने दशक का एक मुख्य द्वार बन जाती है। ये तमाम टैक्सियां मिलकर एशियन पेंट्स शारद सम्मान की चार दशकों की सांस्कृतिक यात्रा को कोलकाता की गलियों तक ले जाती हैं और इसके आदर्श वाक्य की पुष्टि करती हैं: परंपरा का उत्सव, उत्साह का त्योहार। इस अवसर पर बोलते हुए, एशियन पेंट्स लिमिटेड के एमडी और सीईओ अमित सिंगल ने कहा, जब 1985 में एशियन पेंट्स शारद सम्मान की शुरुआत हुई, तो इसका उद्देश्य पूजा की कल्पना को सम्मान देना था

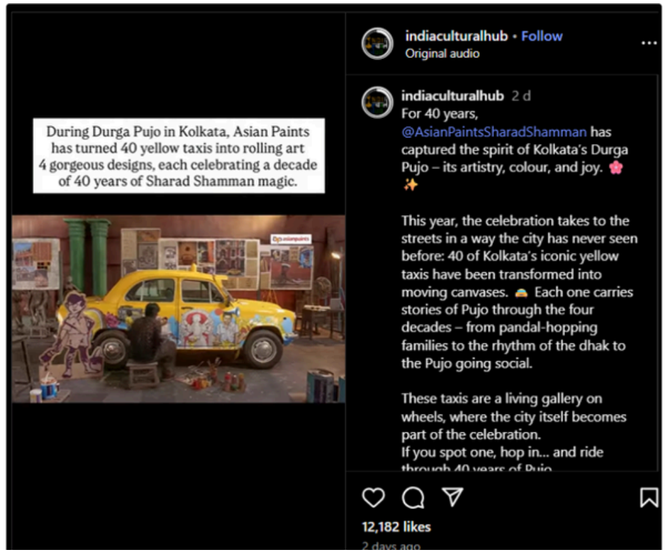
Dainik Viswamitra

Social Media Snapshots



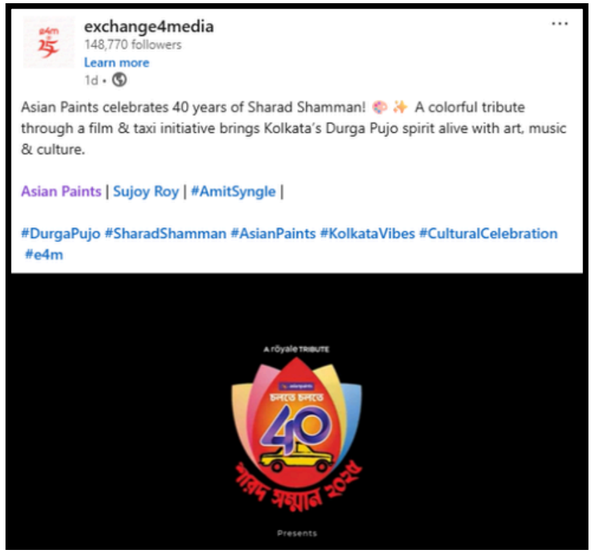
r/Kolkata

On Reddit



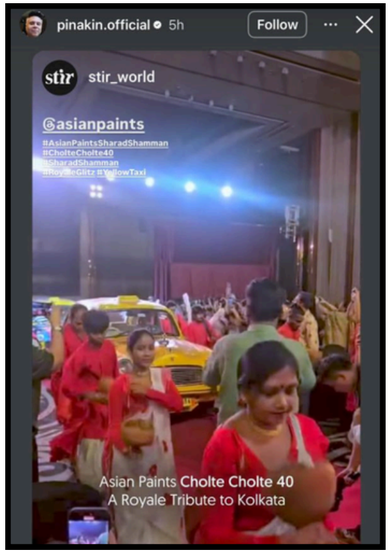
India Cultural Hub

Instagram post



Exchange4Media

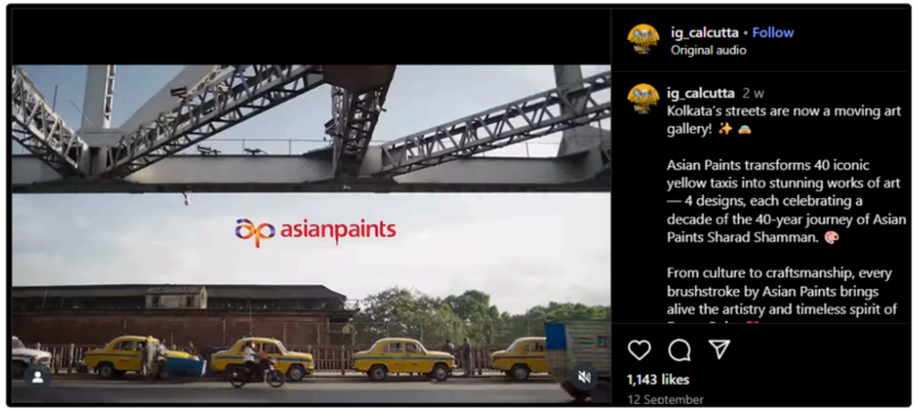
LinkedIn Post



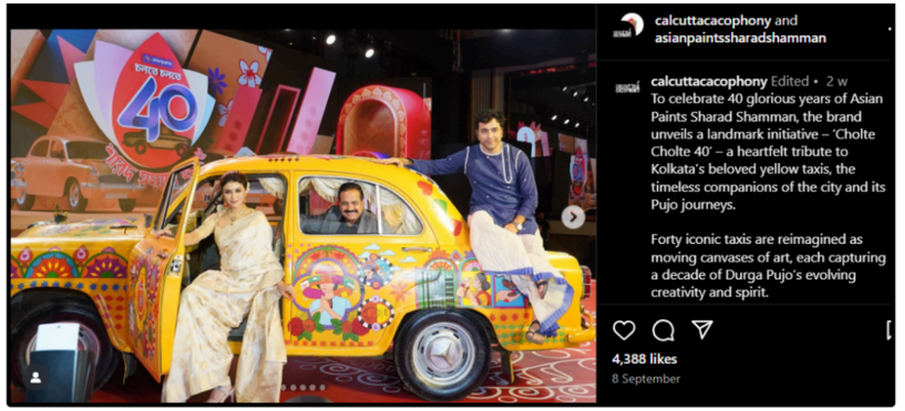
Designer Pinakin Patel

Reshared STIR World's Story

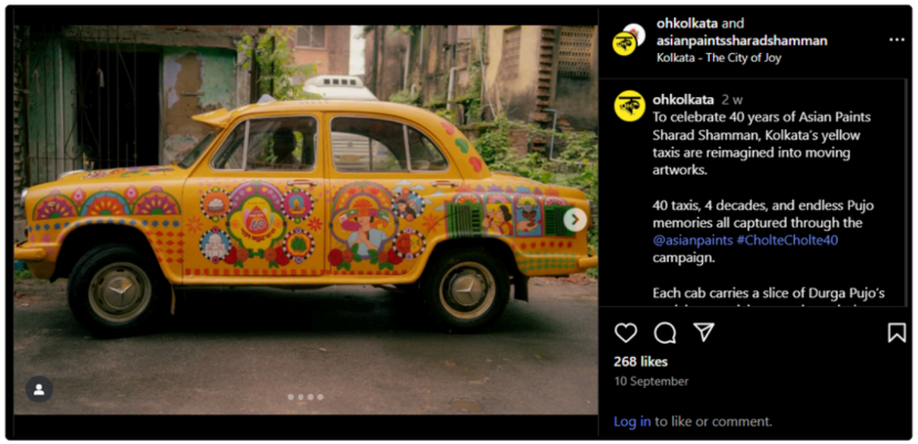
Local Community Page Snapshots



Calcutta Instagrammer



Calcutta Cacaphony



Oh Kolkata



Kolkata Sutra

Thank You