

YOU'RE THE DIFFERENCE



SWISS MILITARY

SWISS MILITARY LAUNCHES "BUSINESS ASSOCIATE RECOGNITION PROGRAM" (BARP)

A brand or an ideology is only as big as the people who believe & strive towards it, namely its Associates & Partners. **Swiss Military** not only recognizes this fact but is also obsessed with it.

Every individual partner of Swiss Military is special in his/her own way. Each one of them brings along a new experience, a different viewpoint and renewed energy on board. Every single contribution made by each of our individual partner, brings about the synergy that has propelled the brand to be an **Industry leader** today. They not only add momentum to a brand's journey but also help in keeping the brand rooted to the ground by giving real-time market feedback and industry knowledge that is imperative for any brand to thrive today.

These new thoughts, words & actions of new partners joining hands with us makes the existing ecosystem stay up to date and fresh with new ideas, making the overall brand experience invaluable for anyone who is touched by it.

This is the very reason why, Swiss Military has introduced the '**You're the Difference**' program, an initiative to recognise and celebrate its Partner Associates. The initiative was kick-started at a gala event held at **Crowne Plaza, New Delhi** recently. The event saw an enthused participation from its North India partners with unprecedented enthusiasm resulting from an innovative & exclusive program launched by the brand.

Swiss Military eagerly looks forward to potential associates who share the same vision to make a difference to the market and the industry in general today. This program is Swiss Military's way of extending a heartfelt thanks to all the associates for being a part of this exciting journey the brand has embarked on in India now.

So, let's come together and join hands. After all, '**You're the Difference**'.

