

## **Zigly collaborates with Pet Fed to celebrate India's largest petcare festival**

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Continuing the tradition of celebrations, pet care brand [Zigly](#) partnered with **Pet Fed**, India's biggest carnival for pets and pet lovers. Post two years of muted celebration, the carnival is back with its annual edition in Delhi, Mumbai, and Bangalore from 19<sup>th</sup> November. To ensure a fun-filled environment for pets during the Pet Fed event, the brand will host 'Zigly Pet's Got Talent Show, where the dog & Hooman duo will showcase talent or cool tricks. With a dedicated play zone for cats and dogs respectively and an independent agility ring for more activities, the brand will showcase a range of products and services to help pet lovers make better choices for their fur babies. Other hosts of activities will include games, music, celebrity interaction, distribution of gifts, and more for the pets and pet lovers, and pet parents to let their hair down.

Speaking on the occasion, **Mr. Ambarish Sikarwar, Business Head, Zigly** said, "Pets are humanizing, and we want to encourage more pet lovers to celebrate pets. Pet Fed as a platform gave us an opportunity to extend our reach to not just pet parents but also, to those who don't have pets but want to love and celebrate their presence. As a brand, our focus is to strengthen the connection between pets and pet parenting, and harness innovative offerings for a larger impact on the communities with our best-in-class pet care products and services.

A paradise for furry friends, Zigly is an all-things pet. With the concept of all things to do with 'Pet Care' under one roof, the brand takes care of health, nutrition, style, and training essentials for our furry loved ones. The company offers the widest range of pet care products such as food, nutritional supplements, hygiene products, accessories, and toys along with a specially designed clothing line - for dogs, cats, and other pets. There is also a dedicated section for pet services including grooming, spa, salon, consultation, pathology, vaccination, and pet treatments.

**About Zigly:** Zigly is an omnichannel platform for pet care - food, products, healthcare, grooming, vet consultation, training, and behavior consultation, and more. With multiple experience centers in Delhi and NCR, Zigly is planning to expand its physical presence by opening new stores in other major cities this year. It is a D2C pet care brand under the umbrella of Cosmo First.

**About Cosmo First Limited:** Founded in 1981, Cosmo First today has a presence across 100+ countries around the globe. Cosmo First is a global leader in specialty films and an emerging

*player in specialty chemicals (Masterbatches, Adhesive, Coating & Textile chemicals) along with a digital-first Omni channel Pet care business under the brand name 'Zigly'.*