

Brand Ambassador Shah Rukh Khan Unveils *hindware* Dreambath App & Coffee Table Book

World's First Bathroom-Theme App and Book Aim to Help Consumers Style Their Bathrooms with Expert Designer Themes

New Delhi, September 27th 2016 – '*hindware*', the leading brand in the bathroom space, launched their pioneering initiative - the '*hindware* DreamBath' visualization App and coffee table book. Brand ambassador of *hindware*, superstar Shah Rukh Khan, announced the initiative at a glittering function in Mumbai recently.

The initiative aims to provide consumers and dealers with easy access to over 24 bathroom themes & styles and is totally in sync with *hindware*'s value proposition of 'building admiring bathrooms'.

On the eve of the launch, **Mr. Sandip Somany** (VCMD, *HSIL*) said, "Over the last five decades, we have established and upheld the threshold of being a brand of choice in the bathroom space with innovative product offerings. It is an exciting time for us as we launch the *WORLD's* first bathroom visualization 'Dream Bath' App and book to assist varied Indian consumers to decide a bathroom theme of their choice along with styling their bathroom using *hindware* products before they actually go buy the products. I am confident this effort will excite the consumers as a ready design reckoner as well as help the dealers in optimizing the last mile connectivity on-ground."

Mr. Manish Bhatia (President, BPD business, *HSIL*) added, "We have carefully studied the changing consumer needs over the last 56 years and basis of this, all our innovations bring out something meaningful every time. Today the consumer is looking at creating "my bathroom" as his or her most personalized space." He further added that, "It is a fact that the biggest challenge consumers face today is visualizing their bathrooms even before buying it so that they are confident of their choices. We are the only brand that understood this need to handhold the consumers through the entire process of bathroom redesigning. Dream Bath is the world's first augmented reality app for the bathroom industry which will augment our exhaustive range of products on any surface making the design choice easier for the consumers."

"I am delighted to be a part of *hindware*'s continuous commitment towards revolutionizing the bathroom space in India," said brand ambassador **Shah Rukh Khan**. "And, this new initiative further asserts their commitment towards charting an inclusive growth journey, which is creative, thoughtful and modern addressing both the end consumer and their brand partners," he added.

The 'Dream Bath' app can be downloaded from the Apple App Store and Android Play Store. It showcases the 24 bathroom themes, the entire product gallery of *hindware* and further enables the user to visualize, through augmented reality, how certain products will look in his or her bathroom space prior to purchase. The App also has a GPS enabled dealer locator to help consumers to reach the nearest authorized dealers in a jiffy.

To get the app, scan the QR code from your smartphones OR give a missed call on the Toll free number **1800 3000 5580** to generate a download link.



About hindware:

The genesis of **hindware** goes way back to 1960 when HSIL Limited introduced the virtuous china sanitary ware in India for the first time. Trusted and recognized by millions across the country, **hindware** began its journey in the sanitary ware space and has continued to grow that segment through sustained focus on technology as well as design. **hindware** Italian Collection is its premium range.

For further information, please contact:

Meenakshi Oberoi

Weber Shandwick

9860569994

moberoi@webershandwick.com