

PRESS RELEASE

‘Benelave’ ropes in Bollywood diva Kareena Kapoor Khan as its brand ambassador



NEW DELHI, FEBRUARY, 2016: Brand ‘Benelave’, from India’s foremost sanitaryware, bathroom fittings & showers company, HSIL Limited, today announced, notable Bollywood star – Kareena Kapoor Khan, as its brand ambassador. Kareena Kapoor will be the face of Benelave and feature in the brand’s new 360 degree integrated campaign, aimed to increase visibility and build a strong retail network in tier 2 and 3 towns in the coming months.

Benelave is HSIL’s entry level functional brand which strikes a perfect balance between durability and elegance. Offering a wide range of affordable faucets, shower products, sanitaryware and bathroom accessories the brand philosophy rests in designing bath spaces that are refreshingly new, uplifts one’s mood and helps relationships blossom.

Sharing his views on the brand association with Kareena Kapoor Khan, **Mr. Sandeep Somany, JMD, HSIL Limited**, said, *“Benelave is positioned as an entry level brand to attract new consumers in new markets. The competition in these markets has high proliferation of local, regional and other branded players. So, we decided to go ahead with a celebrity led brand strategy as the best route to build brand awareness and brand equity. We zeroed on Kareena Kapoor Khan for her popularity among the masses, versatility as an actress and as a person who respects family values. Her personality traits will resonate well representing Benelave. Help to cut through advertising & product clutter, create a brand narrative and be heard.”* *“I am sure this will be an invaluable partnership’*, **he added’**.

“I am delighted to associate with Benelave”, said **Kareena Kapoor Khan**. *“With the bath space evolving gradually as a space to relax and rejuvenate, Benelave as a brand spells freshness, elegance and durability. I like the fact that Benelave embraces the preferences of consumers and offers a wide and elegant range of faucets and bath accessories that meets their needs.”* she added.

About Benelave:

Benelave is the entry level brand from HSIL Limited. Offering a comprehensive range of sanitaryware, bath fittings and fixtures, the brand is stylish, contemporary and affordable.

For further information:

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