

Press Release**Brand 'hindware' leaves superstar Shah Rukh Khan awestruck...**

Redefines bathroom space through a new TVC

New Delhi, June 10, 2015: Trusted bathroom products brand, 'hindware' with many milestones to its name, adds another, to its exciting journey with the launch of a brand new **TV commercial starring brand ambassador, Shah Rukh Khan.**

Reinforcing the brand's commitment of creating unique experiences for the bathroom space, the TVC not only gives a new perspective to the concept but also showcases an intriguing story with Shah Rukh Khan being enticed by the hindware Italian Collection.

Exhibiting glamour, style and indulgence through its extensive range of products, hindware has clearly redefined the luxury bath segment. It has endeavoured to make bathrooms a reflection of the lifestyle and personality of its owner. The shift from a product centric focus to becoming a complete 'bathroom solutions provider' brand is truly visible and aptly captured, in this new TVC.

Speaking on the new brand campaign, **Mr. V Krishnamurthy, VP, Marketing, HSIL Ltd** said, *"The new TVC featuring Shah Rukh Khan takes luxury in the bathroom segment to another level and establishes hindware as complete bathroom solution provider. Moreover, with the emerging concept of bathroom space as a "retreat" and a place to revel and luxuriate, the campaign brings into light the unique combination of elegance and beauty which is exquisite. While it is fun to see Shah Rukh Khan getting enthralled by hindware Italian Collection, the TVC reiterates the message of bathroom and wellness as an upcoming concept. We are happy to see Shah Rukh Khan exemplifying our brand attributes with his exceptional onscreen skills and justifying it completely for that everlasting impression."*

The TVC emphasises as to how spectacular bathrooms laid out with hindware Italian Collection can cast a spell on a superstar like Shah Rukh Khan. Even when surrounded by other beauties at a high profile party, he cannot resist the temptation of admiring the luxurious bathroom space and creates numerous excuses to escape the party only to regale in it. It is fun to see Shah Rukh Khan getting charmed by hindware Italian collection products and starts speaking in Italian. The TVC also tries to showcase the change in perception of bathrooms being related to sensuality and female celebrity being the object of applause; instead the bathroom itself as becomes the centre of communication and conversation.

The Concept

On entering an elite set-up at a party, Shah Rukh Khan is surrounded and wooed by female fans. While he graciously greets everyone he realises that he has lipstick marks on his face. Looking to wash up, Shah Rukh Khan enters the bathroom and is awestruck by the stunning hindware Italian Collection and its aura. Taken aback by the collections beauty, the actor after returning to the party is distracted and makes constant endeavours to return there to delight himself.

Creative agency details:

<p>Creative Agency: McCann Erickson, Delhi</p> <p>Chief Creative Officer: Prasoon Joshi</p> <p>Creative team: Prateek Bhardwaj, Ravinder Siwach</p> <p>Account Management: Alok Lall, Nikhlesh Jhingan, Farhat Naim</p>	<p>Strategic Planning: Jitender Dabas</p> <p>Films Chief: Jeet Kalra</p> <p>Director (of the film): Llyod Baptista</p> <p>Producer: Ravneet Mahajan</p> <p>Production House: 7 Films</p> <p>Music credits: Adnan</p>
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About hindware:

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

<p>HSIL Limited</p> <p>Lalima Bose</p> <p>M: +91 9810161449</p> <p>E: jalimabose@hindware.co.in</p> <p>Website: www.hsilgroup.com</p>	<p>Weber Shandwick</p> <p>Divya Sibal / Kanika Berry</p> <p>M: 9818259257/ 9810744517</p> <p>E: dsibal@webershandwick.com /</p> <p>Kberry@webershandwick.com</p>
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