

Press Release

Brand 'hindware' adopts unique strategy to launch its new TVC

Starring Shah Rukh Khan

New Delhi, June 9, 2015: Trusted bathroom products brand, 'hindware' with many milestones to its name, once again rewrote the rule book with the innovative launch of a **new TV commercial starring brand ambassador Shah Rukh Khan for its premium collection, hindware Italian Collection.**

Bringing in Bollywood flavour, 'hindware' launched a teaser campaign starring Shah Rukh Khan, two days prior to the final airing of the TVC that ran across a range of television channels without revealing the product range. This generated excitement for viewers to watch the 'movie' that premiered on Star Plus on June 7th 2015.

The final TVC was unveiled by the anchor during the airing of the dance reality show on Star Plus's programme, Nach Baliye. Before taking the commercial break, the host ran the teaser, discussed SRK's new obsession and asked the viewers to stay-on to find out the whole story. Then the full 75 seconds long TVC (the "movie") was played out. The host continued discussing with the judges about bathroom inspirations and in conclusion he said, "Not only SRK, but the whole country could keep admiring bathrooms so stylish."

Brand 'hindware' has redefined the luxury bath segment and has moved on to creating unique experiences for the bathroom space. The shift from product centric focus to becoming a complete bathroom solution provider brand is truly visible and captured, in this new TVC, which clearly highlights the brand's vision and approach of revolutionising the bathroom space. It reiterates the commitment 'hindware' imbibes in making bathrooms a reflection of the lifestyle and personality of its owner.

Speaking about the innovation, **Mr. V Krishnamurthy, VP, Marketing, HSIL Ltd** said, *"This was our first campaign after signing on SRK and we wanted to ensure the launch of the TVC is conceptualized differently. Working closely with our media agency, Vizeum, we managed to pull off something very different. In this interesting TV commercial, we have aimed to reinforce the message how hindware Italian Collection leaves even superstar Shah Rukh Khan awestruck. The bathroom in itself becomes the centre of attraction, mesmerising SRK to find new ways to revel in its beauty and beautiful products."*

Commenting on the execution, **S Yesudas, Managing Director – Indian Subcontinent, Vizeum** said, *“It took a lot of coordination and efforts to pull this through. Without an ever supportive client this would not have been possible. I’m also thankful to the Star TV management for making this happen. Congratulations to the entire Vizeum Team for making this project a reality.”*

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.

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