

King of Bollywood Shah Rukh Khan is 'hindware' brand ambassador

NEW DELHI, APRIL 22, 2015: Brand 'hindware' from India's foremost bathroom products company, HSIL Limited, today announced India's leading film actor – Shah Rukh Khan (SRK) as its brand ambassador.



A trendsetter who makes a style statement with his every move, a Bollywood heartthrob SRK will feature in 'hindware's' new 360 degree integrated campaign, rolling out shortly across all media channels.

Sharing his views on the brand association, Mr. Sandip Somany, JMD, HSIL Limited said, *'Admired by people of all age group; cutting across territorial borders and communities, Mr. Shah Rukh Khan exudes sophistication and flair. He embodies the spirit of a hard working individual who rose to prominence by his consistent performances innovating*

himself along the way, a trait which resonates well with brand hindware and its unfailing desire for success'.

The category as it stands today is neither male nor female driven, it is influenced by both, said, Mr. Somany. He further added, 'the modern consumer views bathroom's as a space which reflects the lifestyle choice of its owner. And, there could not have been a better fit 'n' influencer than him to connect with them'.

Commenting on this partnership, Mr Shah Rukh Khan, said, *'Brand hindware, has been synonymous with bathroom products for many years and has truly captured the shift in perception in this space. The awareness that they have is visible in their products, offering contemporary design solutions for bathrooms. It is the brands steadfast approach and revolutionary intent, makes hindware an exciting brand and I am looking forward to our association.'*

SRK is one of the most decorated actors in the industry. He has won three National Honours including Best Indian Citizen award in 1997, Rajiv Gandhi award for Excellence in 2002 and Padma Shri in 2005.

About hindware:

The genesis of hindware goes way back to 1960's 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 and design.

The brand is split into three categories; hindware Italian Collection, hindware Art and hindware.