

PRESS RELEASE

**Benelave rolls out new brand campaign with Kareena Kapoor Khan –
Looks good, works great!**

NEW DELHI, MAY 10, 2016: Benelave from HSIL Limited today announced the launch of its new brand campaign for the year starring Kareena Kapoor Khan.

Conceptualised by creative agency Caakwan, the Integrated 360 degree brand campaign, ‘*Looks good, works great*’, brings out the seamless adaptation of Benelave and Kareena’s personality traits – individuality, style, strength of character and warmth that helps build, sustain and boosts better relations all round. The foundation on which Benelave’s brand philosophy ‘*Better Bathrooms Better Relations*’ is built. Kareena, face of Benelave will be seen essaying different roles in the campaign which weaves in the regional flavours of India and the brand’s features with catchy phrases, ‘Beautiful can be tough too’, ‘shower hua iqrar hua’, to name a few.

Commenting on the sidelines of the campaigns unveiling during Benelave channel partners ‘meet and greet’ with Kareena, **Mr. Sandip Somany, JMD, HSIL Limited**, said, “*I am confident the campaign will connect with the brands audience, the new age consumers of emerging India. It will be implemented across 50 plus metros, mini metros and towns. He further added, Benelave is positioned as the branded alternative at a consumer friendly price point. And, with this campaign we are aiming for two clear targets for Benelave, increase the brand decibel & recall in the consumer mind and aim to capture 12-15% market share in the mass market segment.*

The first phase of the campaign will roll out shortly beginning with a strategic print and outdoor media initiative. Simultaneously on-ground branding at airports, malls, in-store branding and digital media will provide additional support to multiply consumer connect points.”

“*I am extremely enthusiastic to partner with Benelave*”, said Kareena Kapoor Khan. “*With India’s evolving bath space story unfolding at a steady pace, it is great to see a leading company like HSIL giving equal attention to brands across price points without compromise but solely focused on the evolving modern customers. Benelave as a brand spells affordability, durability and modernity which are portrayed in this new campaign. The campaign is a candid rendition of this burgeoning bathroom story which is meant for all*”.

About Benelave:

Brand ‘Benelave’, is from India’s foremost sanitaryware, bathroom fittings & showers company, HSIL Limited. The brand offers a wide range of affordable sanitaryware products, faucets, showers and bathroom accessories.

For further information:

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