



Hindware launches 'Start with the Expert' TVC Campaign with Brand Ambassador Shah Rukh Khan

New Delhi, August 16, 2017: Bollywood Icon **Shah Rukh Khan** dons the avatar of an expert guide as he urges customers to **#StartWithTheExpert** for India's leading sanitaryware brand Hindware's new TVC campaign. Through the television commercial, Hindware communicates its philosophy of being the *Expert Companion in helping consumers make their dream bathrooms.*

Mr. Sandip Somany, VCMD, HSIL Limited said, "As a brand, with close to 6 decades of experience, Hindware has gathered extensive understanding of the consumer needs and have harnessed it to offer products and services which fulfill not just the rationale but the emotional needs of the consumers."

"Our series of four television commercials reinforces our commitment to provide high-quality bath solutions and expert advice to Indian consumers to assist them in creating their dream bathrooms." **he added.**

Mr. Manish Bhatia, President BPD added, "This campaign will be amongst the largest in the industry so far and in keeping with times it will be a 360 degree campaign activating all touch points like airports, television, cinemas and internet. We intend to cement our position as 1st brand of choice for any Indian who wants to make their dream bathroom come alive. All they have to do is to start with the expert; come to Hindware".

"I share a great relationship with Hindware and admire their quality of reinventing themselves in a product parity market to remain relevant and appealing to a larger set of audiences", said **brand ambassador Shah Rukh Khan.**

CONCEPT NOTE

The film successfully captures the real journey that two couples go through during their journey in designing their dream bathroom. Narrated by Shah Rukh Khan, TVC takes us through two routes that different customers take to renovate their bathrooms. While one customer undertakes the project based on the examples present in the magazines and other's sources, the other customer turns to Hindware for expert advice. When the renovation is complete, the customer who sought Hindware's advice ends up with an extremely stylish and well-coordinated '*dream bathroom*', while the other customer ends up with a '*bathroom from hell*'. The TVC ends with Shah Rukh Khan urging the customers to '*Start with the Expert*' today.

TVC DETAILS

Creative Agency: McCann
Production Agency: Flying Saucer
Director: Pushpender

A massive media campaign with estimated 1000+ GRP's has been undertaken to popularize the new brand positioning through this TVC.

You can view the campaign on www.hindwarehomes.com and at:

hindware



facebook.com/hindware



twitter.com/hindware_homes



instagram.com/hindwarehomes



www.hindwarehomes.com

ABOUT HSIL LIMITED

HSIL Limited, a listed company, is the leading player in the Indian sanitaryware and faucet industry and is the 2nd largest in 'container glass' in South India. HSIL limited has three business segments namely Building Products Division having Sanitaryware products under brands like Queo, ALCHYMI, hindware Italian Collection, hindware Art, Benelave, Raasi, Amore & home decor solutions under Evok; Packaging Products Division under Associated Glass Industries & Garden Polymers; and Consumer Products Division having home solution products under brands such as hindware Kitchen Ensemble, hindware Atlantic, hindware Snowcrest, Moonbow & hindware Vents.

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