



Hindware and Superstar Shah Rukh Khan redefines Expert Companionship through a Co-branded TVC with Jab Harry Met Sejal

The TVC is released in over 350 cinema halls across 203 cities ahead of the movie's release

Hindware, India's leading bathware brand, recently launched its co-branded TVC in association with superstar **Shah Rukh Khan's** much anticipated movie **Jab Harry Met Sejal**. The upcoming romantic comedy written and directed by renowned director Imtiaz Ali and produced by **Red Chillies Entertainment** stars **Anushka Sharma** along with Shah Rukh Khan. Conceptualized with Red Chillies Entertainment, the promotional TVC brings forth common attributes between brands Hindware and Shah Rukh Khan - as both are experts in their respective fields.

The TVC is a seamless amalgamation of memorable scenes from the movie where Sharukh Khan is seen as an expert guide and from Hindware's upcoming TVC where Shah Rukh Khan explains Hindware's expertise in building dream bathrooms. It draws parallels between Shah Rukh Khan's role as an expert guide who aids Anushka Sharma in her exciting journey and Hindware as an expert brand which helps bring alive dream bathrooms for many consumers.

Speaking about the cobranded TVC, **Mr. Manish Bhatia, President, Building Products Division, HSIL Limited**, said, *"We are extremely proud to have Shah Rukh Khan as the Brand Ambassador for Hindware over the last two years. We have collaborated on various occasions with his movies including Raees and Fan in the past. Over the years, Shah Rukh Khan's passion, diligence and sense of style has established him into a trusted superstar of his generation. This movie specifically had the right attributes of being an expert companion in one's journey to achieve something of their dreams, which Hindware truly believes in and is also our new brand positioning"*

"Hindware is renowned for providing the Indian consumers with expert guidance when it comes to designing their dream bathrooms. The brand's continuous efforts to evolve with the time and provide unique propositions to their consumers and brand partners stands as a testimony to their extraordinary growth as the market leader." said brand ambassador **Shah Rukh Khan**. He added.

The TVC will be aired at theatres across 203 cities in India for a duration of 3 weeks enthralling movie-going audiences. It will be also be available online on YouTube for more than 30 days.

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, 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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