



Hindware Releases a Co-Branded TVC in Association with Brand Ambassador Shahrukh Khan's Film Raees

TVC released in cinema halls across 50 cities in India

New Delhi, 24th January 2017: **Hindware**, India's leading sanitaryware brand, has rolled out a co-branded TVC in association with the much awaited film **Raees**, starring superstar **Shahrukh Khan**. The upcoming action crime thriller film directed by National Film Award winner Rahul Dholakia and produced by **Red Chillies Entertainment** and **Excel Entertainment** stars **Mahira Khan** and **Nawazuddin Siddiqui** along with King Khan. Conceptualized by Red Chillies Entertainment, the promotional TVC aims at bringing out the common attributes between brands - Hindware and SRK as both inspire admiration.

The TVC is a slick amalgamation of memorable scenes from Raees with premium product shots of Hindware Italian Collection highlighting SRK's style and Hindware designs.

Speaking about the cobranded TVC, **Mr. Manish Bhatia, President, Building Products Division, HSIL Limited**, said, "We are very proud to have Shahrukh Khan as the Brand Ambassador for Hindware for the last 2 years. We have collaborated on various occasions including his previous movie Fan. Hindware, as a brand, closely identifies with Shahrukh's sense of style, innovation and passion. Over the years, SRK has continuously reinvented the way Indian cinema is looked at. Similarly, Hindware has evolved and innovated the sanitaryware industry in India.

"Personally, I admire the innovation that Hindware brings to bathroom space in India. Their commitment to improving lives and delivering high quality solutions is legendary," said brand ambassador **Shah Rukh Khan**. "The brand continuously makes efforts to do something different for their consumers and brand partners which is testimony to their revolutionary growth," he added.

The TVC will be aired at theatres across 50 cities in India for a duration of 4 weeks enthralling movie-going audiences. It will be also be available online on YouTube across top 100 channels for 14 days.

ABOUT HSIL LIMITED

HSIL Limited, a listed company, is the leading player in the Indian sanitaryware 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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