



## **Hindware Atlantic Water Heaters launches its first ever TVC campaign: 'Fresh Hot Water Saalon Saal'**

**New Delhi, November 12, 2018:** Hindware Atlantic, one of the fastest growing water heater brands in the country, today announced the launch of its first ever TVC Campaign for the Ondeo Series 'Fresh Hot Water Saalon Saal'. The TVC highlights the industry-first and Patented O'Pro Protection Technology and Titanium Core Shield of the Ondeo range which prevents internal corrosion, thereby enhancing the life of water heaters.

Conceptualized and created by DDB Mudra, the film features Bollywood actor Mukesh Tiwari of Golmaal and Ganga Jal fame and captures how corrosion and dirty deposits impact the longevity of a water-heater in a light-hearted neo-mythological format. Hindware is taking a multi-prolonged marketing approach for the commercial through various platforms such as Electronic and Digital. For a wider reach, the TVC will be aired on key regional channels in languages like Bengali, Kannada, Tamil, and Telugu including prominent Movies and News channels.

The film focuses on the inner corrosion of water heaters and attempts to provoke a thought in a light-hearted neo-mythological manner with loveable characters. The commercial opens with a young man about to enter the shower encountering a "Zangraaj" - 'God Of Dead Appliances' who reveals how ordinary water heater gets corroded and dirty deposits are formed inside the tank over the years. Then he gets a solution in the form of Hindware Atlantic Ondeo range of water heaters.

**Mr. Rakesh Kaul, President, Consumer Products Division, and CEO, Evok Retail, HSIL Limited, said, "We are excited to launch the first ever TVC campaign for Hindware Atlantic featuring 'Ondeo' water heaters. The phenomenal growth of Hindware Atlantic Water Heaters stand testimony to HSIL's strong legacy of understanding consumer requirements and matching it with superior technological solutions. Over the past few years, the business has grown substantially and today is a key contributor to the Consumer business. Through the TVC, we want to highlight our patented O'Pro Protection Technology which is a differentiated offering designed to ensure additional protection to the tank and heating element against corrosion."**

**Commenting on the commercial, Subhashish Datta, Executive Creative Director, DDB Mudra North said, "Most of us have never wondered about how the insides of a water heater look after years of use, or about the freshness of the water dispersed from the appliance. Our team actually did that. For our initial research, we split opened some old water heaters to gauge the situation inside and what we saw was unsettling. The view shocked us, and that is what we have tried to capture in our story line, but in a light-hearted way."**

### **TVC DETAILS**

Creative Agency: DDB Mudra  
Production Agency: 27th FILMS  
Director: Amit Singh



You can view the campaign on [www.hindwarehomes.com](http://www.hindwarehomes.com) and at:

FB: <https://www.facebook.com/hindwareappliances/>

YouTube: <https://www.youtube.com/watch?v=0K5IDBjI5I4>

Twitter: <https://twitter.com/HindwareApp/status/1060830216757612544>

Instagram: <https://instagram.com/p/Bp9JJBAFRcX/>