

‘Blockbuster Celebration’ by hindware

12 Lucky winners will get a chance to meet the ‘King of Bollywood’ Shah Rukh Khan

New Delhi, November, 2015: Trusted bathroom products brand, hindware, in its endeavor to bring extra delight and year ending festive cheer to customers and dealers announced a nationwide **‘Blockbuster Celebration’** consumer campaign from November to mid December 2015.

The campaign not only promises to give twelve lucky winners a chance to meet the ‘King of Bollywood’, Shah Rukh Khan but during the entire campaign period, consumers have a chance to win other grand prizes too. Assured prize of a silver coin worth 10 grams is guaranteed once on a purchase of INR 20,000/- worth of hindware products (sanitaryware, faucets, showers, accessories), the consumer registers online <http://srk.hindwarehomes.com/> and receives validation. Simultaneously, there will be weekly assured prizes of gold coins for six dealers from six different zones -

At the conclusion of the campaign, winners will be announced through a lucky draw for the grand prizes, which includes a Hyundai i10 car, Five Honda Activa, Five Apple iPhone 6s, Five LED TV and 20 iPod Shuffle. A social media contest will also be running during this promo. Fun and simple, all consumers need to do is use the popular Dubsplash app which has plenty of SRK dialogues, create their selfie video using their favourite dialogue and just post using the hashtag; during this period #MeetSRKWithHindware.

Mr. Manish Bhatia, President, Building Products Division, HSIL Limited said, *“Our aim is to continuously engage with our consumers & channel partners to build strong relationships. We are the first player in this category to launch this innovative campaign and I am sure Hindware Blockbuster Celebration this will bring joy to them. Brand hindware brings the best of designs for Indian consumers, though this campaign we are hoping to add excitement for our consumers as they create contemporary bathrooms doing festive season all over India.*

The block buster announcement will be made in January 2016 where six lucky winners (5 offline purchase +1 social media contest winner) and six dealers will be announced, who will win a chance to meet the actor. Through this promotion, brand hindware not only stands true to its commitment of bringing in unique experiences for its consumers/ dealers, it also indulges in consumer connect and brand awareness.

Earlier this year, Actor Shah Rukh Khan was roped in as the brand ambassador of hindware. Reinforcing the brand’s commitment of creating unique experiences for the bathroom space, the actor was also seen in an interesting hindware TV commercial.

About hindware:

The genesis of hindware goes way back to 1960's when HSIL Limited introduced the virtuous china sanitaryware in India for the first time in 1963. Trusted and recognized by millions across the country, hindware began its journey in the sanitaryware space and has continued to grow that segment through sustained focus on technology and design. hindware Italian Collection is its premium range.

For further information please contact:

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