

HSIL's Benelave signs on Bollywood actor Shraddha Kapoor as the brand ambassador

New Delhi, December 12, 2018: Benelave, from the house of HSIL, the largest ceramics in India, has signed leading Bollywood actor Shraddha Kapoor as its brand ambassador to elevate brand awareness and visibility.

Benelave offers a wide range of bath space products to suit the needs of value-seeking consumers. It is a brand for young Indians who are looking for good designs coupled with modern aesthetics for their bathrooms.

Commenting on the new association, **Mr. Sandip Somany, Vice Chairman and Managing Director, HSIL Limited** said, *"Shraddha is one of India's most loved youth icon, and we believe that our core audience resonates with her grounded and girl-next-door personality. We are excited as this association will enable us explore new avenues for our continued growth and success."*

He further added, *"Benelave is on a high growth trajectory and is doing extremely well in in Tier 2 and Tier 3 cities since its launch a few years ago. Shraddha's versatile acting skills have made her extremely popular among the masses and this association will help us widen our existing consumer base"*

"HSIL is one of the most trusted and iconic companies in India and I am delighted to be their brand ambassador. It is great to see that HSIL is not only committed towards delivering unmatched designs and quality in their offerings, but also towards creating welcoming bath spaces for the entire family." said **Shraddha Kapoor on the new partnership.**

Shraddha will be the face of Benelave's upcoming campaigns. She joins the likes of Shahrukh Khan, Jacqueline Fernandez among others, who already front HSIL various bath space brands.

Benelave encompasses the entire bathroom category with various offerings under faucets, showers, sanitaryware, accessories and allied products. Over the years, HSIL Limited has bolstered its distribution network for Benelave with 100 distributors and 2500 retailers across 300 cities.

ABOUT HSIL LIMITED

HSIL Limited listed on NSE and BSE has been crafting unforgettable home experiences and contemporary bathroom solutions for over five decades. Incorporated in 1960 as Hindusthan Twyford's Limited, with a technological collaboration with Twyford's, UK, the company introduced vitreous china sanitaryware in India in the year 1962 and was subsequently renamed HSIL Limited in 2009. HSIL Ltd. is the first sanitaryware company to be featured in the 2014 'Fortune India 500' list and continue to be a part of the list in 2017.

The company has four distinct business segments, namely the Building Products Division (BPD), Consumer Products Division (CPD), Retail Division and Packaging Products Division (PPD). BPD includes sanitaryware brands like QUEO, Amore, ALCHYMI, Hindware Italian Collection, Hindware Art, Hindware, Benelave, H-Vitreous and Raasi. The division also includes the recently launched plastic pipes and fittings business represented by 'TRUFLO by hindware'. Consumer Products Division contains home solution products such as kitchen appliances, water heaters, air coolers, water and air purifiers and vents under brands Hindware Kitchen Ensemble, Hindware Atlantic, Hindware Snowcrest, 'Moonbow by hindware' and Hindware Vents respectively. Retail Division under brand 'EVOK' showcases 20,000+ products at 14 large retail format stores and online at www.evok.in and leading e-commerce platforms. The Packaging Products Division includes glass containers and PET bottles & plastic products under brands AGI and GP respectively. In FY 2017-18, HSIL Limited forayed into the business of security caps and closures under the brand 'AGI Clozures'.

The company has 11 manufacturing facilities across the country: Sanitaryware – Bahadurgarh, (Haryana) and Bibinagar Telangana); Faucets – Kaharani and Bhiwadi (Rajasthan); Plastic Pipes & Fitting – Medak (Telangana); Glass Containers – Sanathnagar and Bhongir (Telangana); PET Bottles – Selaqui (Uttarakhand), Dharwad (Karnataka) and Medak(Telangana); and Security Caps and Closures – Medak (Telangana).