

Lloyd ropes in Bollywood's "Power Pack" couple Ranveer Singh & Deepika Padukone as Brand Ambassadors

New Delhi, 15th March, 2019: With an aim to connect with today's millennials and continual focus on innovation and superior technology, Lloyd, a part of Havells India Limited has roped in Ranveer Singh & Deepika Padukone as Brand Ambassadors. As part of the association, both Ranveer Singh & Deepika Padukone would endorse Lloyd range of consumer durables.

Ranveer Singh & Deepika Padukone are together seen as a couple who represents the ideology of today's youth and have strong individual imprints on young consumers, aka millennials. Their association is apt for the company as their personality resonates with brand Lloyd as both are trendsetters and have right ethos and vision. Lloyd is all about new ideas, risk taking, innovation and breaking the status quo and the new brand ambassadors too signifies the same. Also, the introduction of new brand ambassadors signifies complete transition of the "Lloyd" brand into Havells family.

Speaking on this association, Mr. Shashi Arora, CEO, Lloyd said, "Both Ranveer & Deepika is an inspiration to Indian millennials and portrays a blend of talent, class and popularity that complements with Lloyd's legacy and brand ethos. We are confident that this association will enable us explore new avenues for our continued growth and success and further strengthen our positioning in the consumer durable segment. We welcome both Ranveer & Deepika to the Lloyd's family".

Ranveer and Deepika have a following of close to 90 million fans on social media — a tempting platform for any company for its brands. **This is the first time these two celebrities – now a couple - are coming together to endorse the same brand.**

About Lloyd

Lloyd, a consumer durable brand owned by Havells India Ltd. has a bouquet of technologically advanced and aesthetically designed home appliances like Washing Machines, Air Conditioners, LED TVs and Deep Freezers. Havells acquired Lloyd in February 2017. Lloyd has a dedicated distribution & service network spread across the country with over 10000 direct and indirect dealers, 485 authorized service centres and 31 company owned service centres.

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