

Shah Rukh Khan Unveils hindware Dreambath App & Coffee Table Book



'**hindware**', the leading brand in the bathroom space, launched their pioneering initiative – the 'hindware DreamBath' visualization App and coffee table book. Brand ambassador of hindware, superstar **Shah Rukh Khan**, announced the initiative at a glittering function in Mumbai recently.

The initiative aims to provide consumers and dealers with easy access to over 24 bathroom themes & styles and is totally in sync with *hindware's* value proposition of 'building admiring bathrooms'.

On the eve of the launch, Mr. *Sandip Somany* (VCMD, HSIL) said, "Over the last five decades, we have established and upheld the threshold of being a brand of

choice in the bathroom space with innovative product offerings. It is an exciting time for us as we launch the WORLD's first bathroom visualization 'Dream Bath' App and book to assist varied Indian consumers to decide a bathroom theme of their choice along with styling their bathroom using hindware products before they actually go buy the products. I am confident this effort will excite the consumers as a ready design reckoner as well as help the dealers in optimizing the last mile connectivity on-ground."

Mr. *Manish Bhatia* (President, BPD business, HSIL) added, "We have carefully studied the changing consumer needs over the last 56 years and basis of this, all our innovations bring out something meaningful every time. Today the consumer is looking at creating "my bathroom" as his or her most personalized space." He further added that, "It is a fact that the biggest challenge consumers face today is visualizing their bathrooms even before buying it so that they are confident of their choices. We are the only brand that understood this need to handhold the consumers through the entire process of bathroom redesigning. Dream Bath is the world's first augmented reality app for the bathroom industry which will augment our exhaustive range of products on any surface making the design choice easier for the consumers."

"I am delighted to be a part of hindware's continuous commitment towards revolutionizing the bathroom space in India," said brand ambassador **Shah Rukh Khan**. "And, this new initiative further asserts their commitment towards charting an inclusive growth journey, which is creative, thoughtful and modern addressing both the end consumer and their brand partners," he added.

Source: <http://www.actfaqs.com/shah-rukh-khan-unveils-hindware-dreambath-app-coffee-table-book/>