



## **COVERAGE REPORT**

**September 2020**

**Prepared by  
Current Global**

S. No.	Publication	Headline	Link
<b>Authored Article</b>			
1	Business World	Retailing In A COVID World	<a href="http://www.businessworld.in/article/Retailing-in-a-COVID-World/26-09-2020-324965/">http://www.businessworld.in/article/Retailing-in-a-COVID-World/26-09-2020-324965/</a>
<b>Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology</b>			
<b>ONLINE</b>			
2	ET Brand Equity	Hindware Kitchen Ensemble's new TVC highlights prevention of gas leakage	<a href="https://brandequity.economictimes.indiatimes.com/news/marketing/hindware-kitchen-ensembles-new-tvc-highlights-prevention-of-gas-leakage/78360639">https://brandequity.economictimes.indiatimes.com/news/marketing/hindware-kitchen-ensembles-new-tvc-highlights-prevention-of-gas-leakage/78360639</a>
3	Exchange4media	Hindware Kitchen Ensemble launches new TVC for Adonia Hob	<a href="https://www.exchange4media.com/advertising-news/hindware-kitchen-ensemble-launches-new-tvc-for-adonia-hob-107932.html">https://www.exchange4media.com/advertising-news/hindware-kitchen-ensemble-launches-new-tvc-for-adonia-hob-107932.html</a>
4	Indian Television	Hindware Kitchen Ensemble introduces MaxX Safe technology in its new spot	<a href="https://www.indiantelevision.com/mam/marketing/mam/hindware-kitchen-ensemble-introduces-maxx-safe-technology-in-its-new-spot-201001">https://www.indiantelevision.com/mam/marketing/mam/hindware-kitchen-ensemble-introduces-maxx-safe-technology-in-its-new-spot-201001</a>
5	Medianews4u	Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology	<a href="https://www.medianews4u.com/hindware-kitchen-ensemble-introduces-its-new-tvc-on-hob-with-maxx-safe-technology/">https://www.medianews4u.com/hindware-kitchen-ensemble-introduces-its-new-tvc-on-hob-with-maxx-safe-technology/</a>
6	MXM	Hindware introduces TVC on hobs	<a href="https://www.mxmindia.com/2020/09/hindware-introduces-tvc-on-hobs/">https://www.mxmindia.com/2020/09/hindware-introduces-tvc-on-hobs/</a>
7	PNI news	Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology	<a href="https://www.pnnews.com/hindware-kitchen-ensemble-introduces-its-new-tvc-on-hob-with-maxx-safe-technology/">https://www.pnnews.com/hindware-kitchen-ensemble-introduces-its-new-tvc-on-hob-with-maxx-safe-technology/</a>
8	Global Prime News	Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology	<a href="https://globalprimenews.com/2020/09/28/hindware-kitchen-ensemble-introduces-its-new-tvc-on-hob-with-maxx-safe-technology/">https://globalprimenews.com/2020/09/28/hindware-kitchen-ensemble-introduces-its-new-tvc-on-hob-with-maxx-safe-technology/</a>
9	MTI News	Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology	<a href="https://mtinews.in/hindware-kitchen-ensemble-introduces-its-new-tvc-on-hob-with-maxx-safe-technology/">https://mtinews.in/hindware-kitchen-ensemble-introduces-its-new-tvc-on-hob-with-maxx-safe-technology/</a>
10	Democratic Jagat	Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology	<a href="https://www.democraticjagat.com/news-post/4300/hindware-kitchen-ensemble-introduces-its-new-tvc-on-9hob-with-maxx-safe-technology">https://www.democraticjagat.com/news-post/4300/hindware-kitchen-ensemble-introduces-its-new-tvc-on-9hob-with-maxx-safe-technology</a>
11	Exclusive News	Hindware Kitchen introduces its new TVC	<a href="https://exclusivenews.co.in/hindware-kitchen-introduces-its-new-tvc/">https://exclusivenews.co.in/hindware-kitchen-introduces-its-new-tvc/</a>

12	Siddhant Samachar	Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology	<a href="https://www.siddhantsamachar.com/news/hindware-kitchen-ensemble-introduces-its-new-tvc-on-hob-with-maxx-safe-technology">https://www.siddhantsamachar.com/news/hindware-kitchen-ensemble-introduces-its-new-tvc-on-hob-with-maxx-safe-technology</a>
13	Konexio Network	Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology	<a href="https://www.konexionetwork.com/NewsDetails.aspx?newsid=cb209f76-598b-4728-9752-59b15fc004fa">https://www.konexionetwork.com/NewsDetails.aspx?newsid=cb209f76-598b-4728-9752-59b15fc004fa</a>
14	Adarsh Maharashtra	Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology	<a href="https://adarshmaharashtra.wordpress.com/2542-2/">https://adarshmaharashtra.wordpress.com/2542-2/</a>
15	Tej Gujarati	Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology	<a href="https://tejgujarati.com/?p=57504">https://tejgujarati.com/?p=57504</a>
16	Silicon Village	Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology	<a href="https://blogspot.siliconvillage.net/2020/09/hindware-kitchen-ensemble-introduces.html?m=1">https://blogspot.siliconvillage.net/2020/09/hindware-kitchen-ensemble-introduces.html?m=1</a>
17	Business Gujarat News	Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology	<a href="https://www.businessgujaratnews.com/hindware-kitchen-ensemble-introduces-its-new-tvc-on-hob-with-maxx-safe-technology/">https://www.businessgujaratnews.com/hindware-kitchen-ensemble-introduces-its-new-tvc-on-hob-with-maxx-safe-technology/</a>
18	Global News Network	Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology	<a href="http://globalnewsonnetwork.com/2020/09/29/hindware-kitchen-ensemble-introduces-its-new-tvc-on-hob-with-maxx-safe-technology-conceptualised-by-ddb-mudra-the-tvc-showcases-the-power-of-new-revolutionary-flame-failure-device-ffd-technology-in/">http://globalnewsonnetwork.com/2020/09/29/hindware-kitchen-ensemble-introduces-its-new-tvc-on-hob-with-maxx-safe-technology-conceptualised-by-ddb-mudra-the-tvc-showcases-the-power-of-new-revolutionary-flame-failure-device-ffd-technology-in/</a>
19	Daily Hunt	Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology	<a href="https://m.dailyhunt.in/news/india/english/tvnews4u-epaper-tvnews/hindware+kitchen+ensemble+introduces+its+new+tvc+on+hob+with+maxx+safe+technology-newsid-n218414678">https://m.dailyhunt.in/news/india/english/tvnews4u-epaper-tvnews/hindware+kitchen+ensemble+introduces+its+new+tvc+on+hob+with+maxx+safe+technology-newsid-n218414678</a>
20	Online Digital Marketing Training	Hindware Kitchen Ensemble's new TVC highlights prevention of gas leakage – ET BrandEquity	<a href="https://www.onlinedigitalmarketingtraining.com/hindware-kitchen-ensembles-new-tvc-highlights-prevention-of-gas-leakage-et-brandequity/">https://www.onlinedigitalmarketingtraining.com/hindware-kitchen-ensembles-new-tvc-highlights-prevention-of-gas-leakage-et-brandequity/</a>
21	Wiki News Forum	Hindware Kitchen Ensemble introduces MaxX Safe technology in its new spot	<a href="http://www.wikinewforum.info/showthread.php?257505-Hindware-Kitchen-Ensemble-introduces-MaxX-Safe-technology-in-its-new-spot">http://www.wikinewforum.info/showthread.php?257505-Hindware-Kitchen-Ensemble-introduces-MaxX-Safe-technology-in-its-new-spot</a>
<b>PRINT</b>			
22	Surya	New technology from Hindware	Hyderabad
23	Yugmarg	Hindware Kitchen Ensemble introduces its new TVC on Hob	Chandigarh
24	Punjab Express	Hindware Kitchen Ensemble introduces its new TVC on Hob	Chandigarh
25	Tapobhumi	Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology	Ahmedabad

## Coverage Synopsis:

- Garnered a total of **25 stories**
- Coverage secured in key publications and online outlets such as Business World, ET Brand Equity, Exchange4media, Indian Television, Medianews4U, Surya, etc.

# **Authored Article**



## Retailing In A COVID World

*The outbreak of corona has had a significant impact on consumer behavior, product demand, and retail stores, manufacturing plants, and logistics services availability in the retail industry.*

Photo Credit :



**26** September, 2020  
by Rakesh Kaul

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The unprecedented impact of COVID 19 has brought forth dramatic changes in the way we live and work. It has injected uncertainty into the macro environment and the new normal continues to impact most industries, including retail. The sector has been going through significant disruptions over the past few months such as increasing concerns towards the health and safety of employees, the slowdown in manufacturing, travel restrictions, and limited movement of goods induced by the nationwide lockdown. While the Governments, at the center and state level, have initiated the phased unlocking of the economy, in the changed normal, some of these disruptions continued and are likely to stay.

**Hindware Kitchen Ensemble introduces its  
new TVC on Hob with MaxX Safe Technology**

**ONLINE**



# Hindware Kitchen Ensemble's new TVC highlights prevention of gas leakage

*Supported by 360 degree marketing activations, the TVC highlights MaxX safe technology that prevents gas leakage...*

ETBrandEquity • September 28, 2020, 13:09 IST



*Hindware Kitchen Ensemble's new TVC highlights prevention of gas leakage*

Somany Home Innovation, maker of [Hindware Appliances](#), has introduced its design innovation with the new TVC for Adonia Hob with MaxX

safe Technology. The campaign aims to highlight the MaxX safe technology which prevents the gas leakage in case the flame gets off while the knob is in the ON position.

## Hindware Kitchen Ensemble launches new TVC for Adonia Hob

*Conceptualised and created by DDB Mudra, the integrated campaign runs across geographies and languages in India*

by [exchange4media Staff](#)  
Updated: Sep 28, 2020 12:34 PM



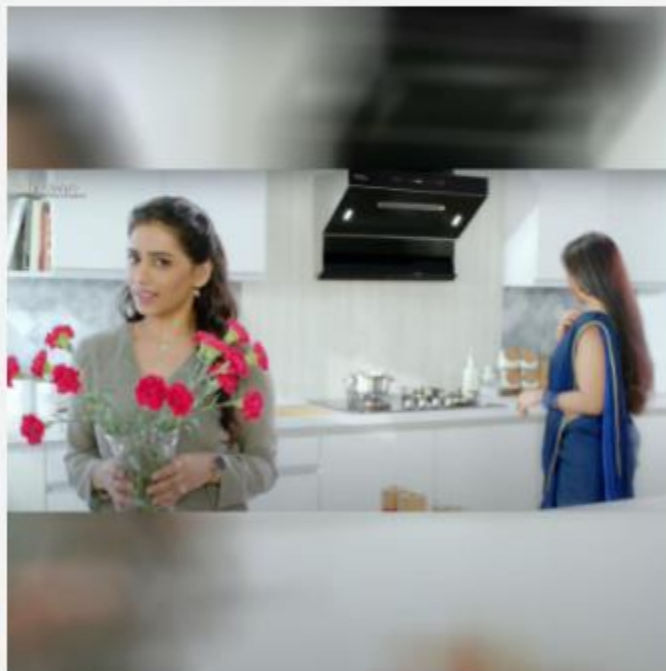
Somany Home Innovation Limited, makers of 'Hindware Appliances' has presented its new technology and design innovation with the new TV Campaign for Adonia Hob with MaxX Safe Technology. Ahead of the festive season, Hindware brings to its customers another innovation in its range of hobs in form of the Flame Failure Device (FFD). This device automatically cuts off the gas supply whenever there's an accidental leakage, when the flame goes off.

Conceptualised and created by DDB Mudra, the TVC brings back Neha – a smart and modern woman - and her snooping and gossipy neighbour Evilika who were part of last year's beloved and popular Titania TVC as well. Neha is shown boiling the milk over the hob just as Evilika enters and starts gossiping. However, she gets distracted by Neha's new stylish Hindware Hob and is shown getting curious and jealous about the new appliance. She fidgets with the knobs but is surprised to note no leakage of gas. On closer examination of the hob – as Neha steps asides – Evilika marvels at the new Flame Failure Device.

## Hindware Kitchen Ensemble introduces MaxX Safe technology in its new spot

The TVC showcases the power of new revolutionary Flame Failure Device (FFD) technology.

01 Oct, 2020 - 02:07 PM IST | By [indiantelevision.com Team](#)



NEW DELHI: Somany Home Innovation, makers of 'Hindware Appliances' and one of the leading players in auto clean chimney segments in India, has introduced its breakthrough technology and design innovation with the new TV campaign for Adonia Hob with MaxX Safe Technology. Ahead of the festive season, Hindware brings to its customers another innovation in its range of hobs in the form of the Flame Failure Device (FFD). This device automatically cuts off the gas supply whenever there's an accidental leakage, when the flame goes off.

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but is surprised to note no leakage of gas. On closer examination of the hob - as Neha steps asides - Evilika marvels at the new Flame Failure Device.

The campaign aims to highlight the MaxX Safe technology which prevents the gas leakage in case the flame gets off while the knob is in the ON position. The TVC emphasizes on the dual convenience that the Adonia Hob provides - handiness in cooking and safety from fire-related mishaps and not to forget the appealing aesthetics of the hob.



## Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology

by Editorial — September 29, 2020 In Featured, Marketing 2 min read

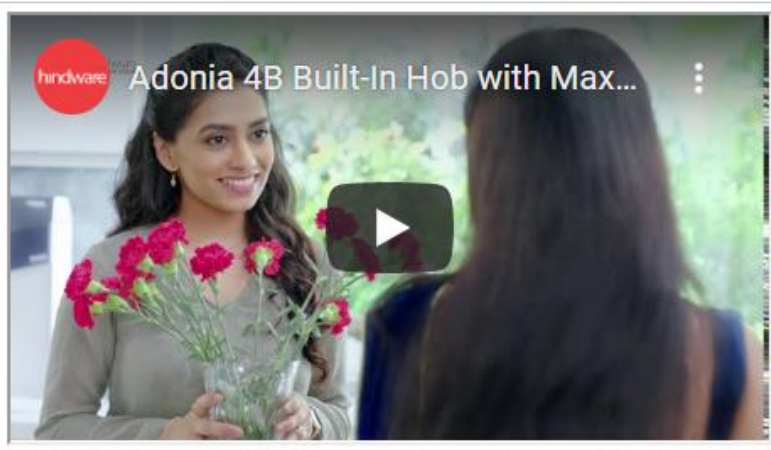


New Delhi: Somany Home Innovation Limited, makers of 'Hindware Appliances' and one of the leading players in auto clean chimney segments in India introduces its breakthrough technology and design innovation with the new TV Campaign for Adonia Hob with MaxX Safe Technology. Ahead of the festive season, Hindware brings to its customers another innovation in its range of hobs in form of the Flame Failure Device (FFD). This device automatically cuts off the gas supply whenever there's an accidental leakage, when the flame goes off.

## Hindware introduces TVC on hobs

29 Sep,2020

By A Correspondent



Somany Home Innovation Limited, makers of 'Hindware Appliances', have announced a new TVC for its Adonia Hob with MaxX Safe Technology.

Conceptualised and created by DDB Mudra, the TVC emphasises on the dual convenience that the Adonia Hob provides – handiness in cooking and safety from fire-related mishaps and not to forget the appealing aesthetics of the hob.

Said Rakesh Kaul, CEO and Whole Time Director, Somany Home Innovation Limited (SHIL): "Designed for modern-day homes, Hindware Kitchen Ensemble, one of the leading players and trusted brand in the consumer appliance category aims to grow the business manifold. It offers top-of-the-line products to Indian consumers. It helps our customers adopt a comfortable, luxurious and sustainable lifestyle while fostering innovation".

Added a spokesperson from DDB Mudra: "This Hindware HOB is a state-of-the-art kitchen appliance for users with an essential safety feature. The team has tried to create a realistic kitchen scenario in the story which revolves around the product and its main feature – Maxx safe technology."

**Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology**

Posted on September 28, 2020 by PNI Admin



Somany Home Innovation Limited, makers of 'Hindware Appliances' and one of the leading players in auto clean chimney segments in India, is proud to introduce its breakthrough technology and design innovation with the new TV Campaign for Adonia Hob with MaxX Safe Technology. Ahead of the festive season, Hindware brings to its customers another innovation in its range of hobs in form of the Flame Failure Device (FFD). This device automatically cuts off the gas supply whenever there's an accidental leakage, when the flame goes off.

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## Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology

TOPICS: #Hindware Appliances #Somany Home Innovation Limited (SHIL)

# hindware

## KITCHEN ENSEMBLE

POSTED BY: SACHIN MURDESHWAR SEPTEMBER 25, 2020



*TVC showcases the power of new revolutionary Flame Failure Device (FFD) technology introduced in hob segment by Hindware Appliances*

- *The hob comes with FFD that automatically stops the gas supply when the flame goes off preventing accidental leakage*
- *Led by an entertaining TVC, and supported by 360-degree marketing activations, the integrated campaign runs across geographies and languages in India.*

DESIGN

## Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology

Posted On September 28, 2020 MTI News 0

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Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology



**New Delhi, September 28, 2020.**

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FEATURE INDIA NEWS

## Hindware Kitchen introduces its new TVC

September 28, 2020 0 62

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## HINDWARE KITCHEN ENSEMBLE INTRODUCES ITS NEW TVC ON HOB WITH MAXX SAFE TECHNOLOGY



~ Conceptualised by DDB Mudra, the TVC showcases the power of new revolutionary Flame Failure Device (FFD) technology introduced in hob segment by Hindware Appliances ~

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## Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology

by Our Correspondent - Sep 28, 2020



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સમાચાર

📅 September 28, 2020 👤 K D Bhatt

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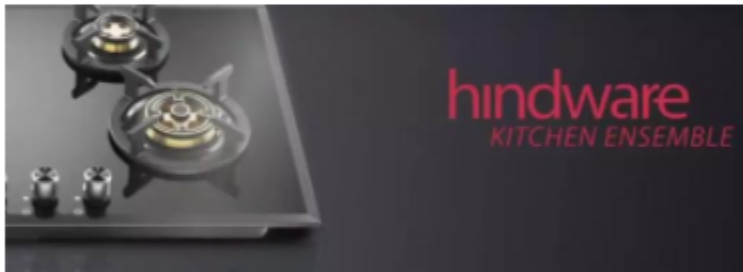
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## Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology

 Business Gujarat News 5 days ago



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Ahead of the festive season, Hindware brings to its customers another innovation in its range of hobs in form of the Flame Failure Device (FFD). This device automatically cuts off the gas supply whenever there's an accidental leakage, when the flame goes off.

The campaign aims to highlight the MaxX Safe technology which prevents the gas leakage in case the flame gets off while the knob is in the ON position. The TVC emphasizes on the dual convenience that the Adonia Hob provides – handiness in cooking and safety from fire-related mishaps and not to forget the appealing aesthetics of the hob.



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POSTED BY: SUMANT SEPTEMBER 29, 2020

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## HINDWARE KITCHEN ENSEMBLE'S NEW TVC HIGHLIGHTS PREVENTION OF GAS LEAKAGE – ET BRANDEQUITY

ashwانياalok 7 days ago Marketing Leave a comment 19 Views

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Hindware Kitchen Ensemble's new TVC highlights prevention of gas leakage

**Somany** Home Innovation, maker of **Hindware Appliances**, has introduced its design innovation

with the new TVC for Adonia Hob with MaxX safe Technology. The campaign aims to highlight the MaxX safe technology which prevents the gas leakage in case the flame gets off while the knob is in the ON position.



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**PRINT**

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**CHANDIGARH:** So-many Home Innovation Limited, makers of 'Hindware Appliances' and one of the leading players in auto clean chimney segments in India, is proud to introduce its breakthrough technology and design innovation with the new TV Campaign for Adonia Hob with MaxX Safe Technology.

**BPE**

### *Hindware Kitchen Ensemble introduces its new TVC on Hob*

**C**HANDIGARH: Somany Home Innovation Limited, makers of 'Hindware Appliances' and one of the leading players in auto clean chimney segments in India, is proud to introduce its breakthrough technology and design innovation with the new TV Campaign for Adonia Hob with MaxX Safe Technology. Ahead of the festive season, Hindware brings to its customers another innovation in its range of hobs in form of the Flame Failure Device (FFD). This device automatically cuts off the gas supply whenever there's an accidental leakage, when the flame goes off. Mr. Rakesh Kaul, CEO & Whole Time Director, Somany Home Innovation Limited (SHIL), said, "Designed for modern-day homes, Hindware Kitchen Ensemble, one of the leading players and trusted brand in the consumer appliance category aims to grow the business manifold."

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## హింద్ వేర్ నుంచి సరికొత్త టెక్నాలజీ

న్యూఢిల్లీ: హింద్ వేర్ అప్లయన్సెస్ పేరిట పలు రకాల గృహోపకరణాలను మార్కెటింగ్ గురించి చేస్తున్న సోమానీ హోమ్ ఇన్నోవేషన్, తన సరికొత్త డిజైన్ సేఫ్ టెక్నాలజీ ప్రచారాన్ని ప్రారంభించింది. ఈ పండగ సీజన్ లో తమ కస్టమర్లకు మరింత వినూత్నమైన సాంకేతికతను అందించనున్నామని, ఫ్లేమ్ ఫెయిల్చూర్ డివైస్ సాంకేతికత ఆధారంగా తమ ఉత్పత్తులు అందుబాటులో ఉన్నాయని, ఈ ప్రచారాన్ని డీడీపీ ముద్రా క్రియేట్ చేశారని సోమానీ హోల్ టైమ్ డైరెక్టర్ అండ్ సీఈఓ రాకేశ్ కౌల్ వెల్లడించారు.



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## **Hindware Kitchen Ensemble introduces its new TVC on Hob with MaxX Safe Technology**

New Delhi, Somany Home Innovation Limited, makers of 'Hindware Appliances' and one of the leading players in auto clean chimney segments in India, is proud to introduce its breakthrough technology and design innovation with the new TV Campaign for Adonia Hob with MaxX Safe Technology. Ahead of the festive season, Hindware brings to its customers another innovation in its range of hobs in form of the Flame Failure Device (FFD). This device automatically cuts off the gas supply whenever

there's an accidental leakage, when the flame goes off.

Conceptualised and created by DDB Mudra, the TVC brings back Neha – a smart and modern woman - and her snoopng and gossipy neighbour Evilika who were part of last year's beloved and popular Titania TVC as well. Neha is shown boiling the milk over the hob just as Evilika enters and starts gossiping. However, she gets distracted by Neha's new stylish Hindware Hob and is shown getting curious and jealous about the new appliance. She fidgets with the knobs but

is surprised to note no leakage of gas. On closer examination of the hob – as Neha steps asides – Evilika marvels at the new Flame Failure Device.

The campaign aims to highlight the MaxX Safe technology which prevents the gas leakage in case the flame gets off while the knob is in the ON position.

The TVC emphasizes on the dual convenience that the Adonia Hob provides – handiness in cooking and safety from fire-related mishaps and not to forget the appealing aesthetics of the hob.